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House & Home

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Your Bathrooms Will Be More Luxurious

NUTONE

Bathroom Built-Ins

U. S. & Foreign
Pats. Pending



KEEP AIR IN THE BATHROOM FRESH AND ODOR-FREE . . . GET RID OF STEAM





"TOASTY-WARM" BATHROOM WITH NUTONE BUILT-IN CEILING HEATER

1. Ventilation

No matter whether your bathrooms are "Inside Plan" or "Outside Wall" . . . you need exhaust fans to avoid lingering odors and prevent damage of clinging moisture to walls. NuTone offers three types of ceiling bathroom exhaust fan — designed especially for bathrooms, where closed doors require a fan with a high static pull.

2. Ceiling Heat

There are many months when bathrooms are too chilly for comfort or good health. — Even in homes with central heating — AUXILIARY HEAT is needed early in the morning after the furnace has been turned down all night . . . or in off-seasons . . . or to help dry hair. NuTone Ceiling Heaters are SAFEST for QUICK HEAT.

3. Built-In Scale

Weight-conscious Americans have made the bathroom scale A MUST in every home — but the big question is . . . "Where to *store* the scale when it is not in use?" Now NuTone has the perfect answer to solve this problem . . . with a BUILT-IN Bathroom Scale which folds into the wall . . . leaving the floor unobstructed.

with These Low-Cost NuTone Built-Ins . . .



Heater, Ventilator and Light . ALL IN ONE!

NUTONE
Heat-A-VentLite

It's a Ceiling HEATER . . . plus a CIRCULATING FAN . . . plus an EXHAUST FAN . . . plus LIGHT. The only Ceiling Fixture of its kind with TWO Fan Blades to exhaust odors and steam.

The exhaust fan automatically shuts off when heater is on. Enclosed heating element gives years of trouble-free service.

1. Ventilation

2. Ceiling Heat

3. Built-In Scale

NuTone Ceiling Heaters
3 Types - $26.95 to $69.95

NuTone Bathroom Fans
2 Types - $25.95 to $36.95

NuTone Built-In Scales
White Enamel — $34.95
Anodized Aluminum — $49.95

FOR CATALOGS and INSTALLATION DATA

WRITE TO NUTONE, Incorporated
DEPT. HH-7, Cincinnati 27, Ohio

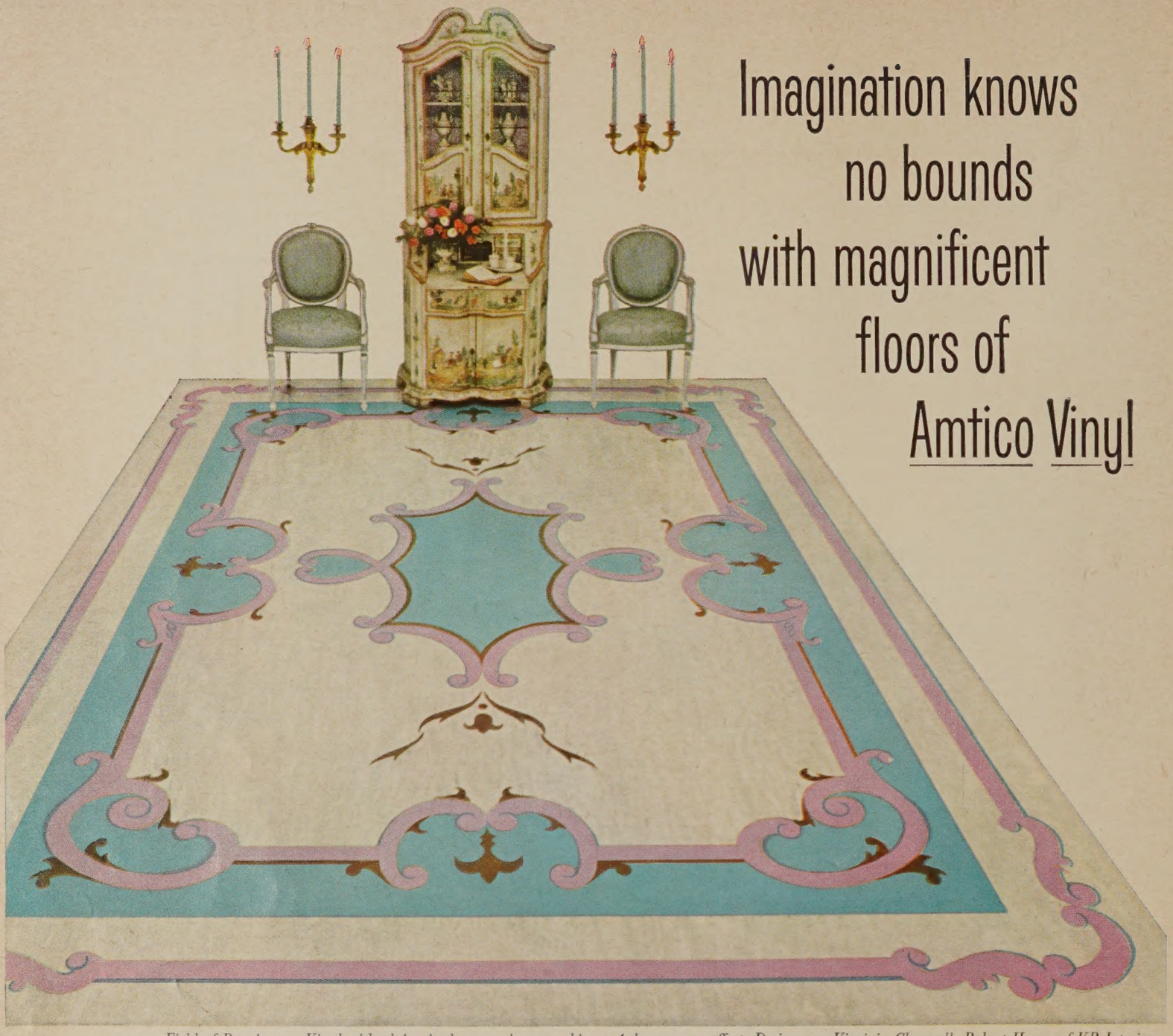
NUTONE
Built-In Scale

NuTone's BUILT-IN Bathroom Scale is RECESSED into the wall . . . to keep the floor uncluttered. Fingertip control of "Spring Action" Door permits the scale to fold down from the wall, with plenty of room for even the stoutest person. Outside door can be painted to match wall. Easy to install.

Folds into the wall when not in use

Bathroom by ELJER

Imagination knows no bounds with magnificent floors of Amtico Vinyl

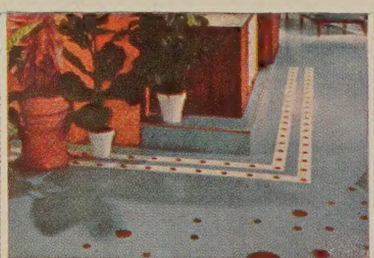


Field of Renaissance Vinyl with plain vinyl custom inserts achieves Aubusson rug effect. Designers—Virginia Chappell, Robert Henry of VR Interiors

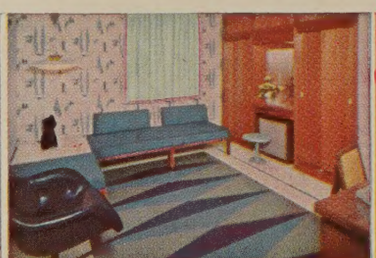
Express the most original of flooring ideas in fabulous Amtico Vinyl Flooring. Bring any decor to radiant life with exciting Amtico Vinyl . . . dimensional Renaissance, translucent Stardust, metallic Eldorado and Coronado, striking Terrazzo Design, vibrant Marbleized and smartest plain colors. Amtico's lovely colors go thru-and-thru each all-vinyl tile. Beauty withstands hardest wear. Flexible, resilient Amtico Vinyl needs so little care, can't crack or tear, defies grease, resists acid. The most colorful and complete line ever, Amtico Vinyl Flooring rates first with leading consumer research organizations. Outstanding designers choose Amtico Vinyl or Amtico Rubber Flooring for their most imaginative designs.



Robert Owen Johnson evolves a classic contemporary look with Amtico Renaissance Vinyl in this garden TV room.



Gold vinyl inserts in Amtico Terrazzo Design Vinyl create an unusual effect in this foyer by Hoffman-Heidrich.



Harlequin insets of Amtico Stardust Vinyl repeat the gay wall pattern in a smart guest room by Albert Thomay.

Amtico
PERMALIFE
VINYL FLOORING

1908-1958...50 Years of Growth and Progress

AMERICAN BILTRITE RUBBER COMPANY

TRENTON 2, NEW JERSEY

Showrooms: 295 Fifth Ave., N.Y.C. • 13-179 Mdse. Mart, Chicago • In Canada: American Biltrite Rubber Company, Ltd., Sherbrooke, Que.

AMTICO, Dept. HH-2, Trenton 2, N.J.

Please send detailed literature and FREE complete set of Amtico Vinyl and Rubber Flooring samples to:

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HOUSE & HOME, July 1958 Volume 14, Number 1. Published monthly by TIME INC., 9 Rockefeller Plaza, New York 20, N. Y. Entered as second-class matter at New York, N. Y. Subscription price $6.00 a year



GEORGE SAYS... "really rollin'!"

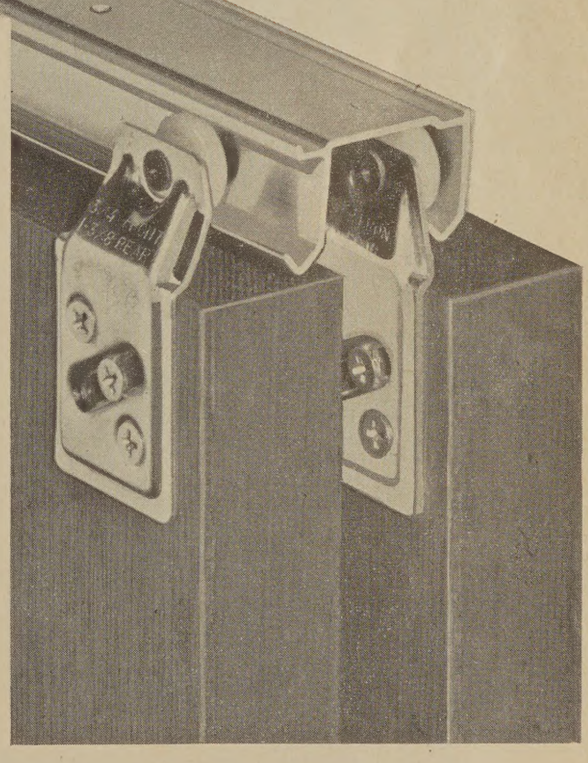
Washington's "647" new by-passing wardrobe door hardware

Your tremendous response has Washington's "647" production line *really rollin'* . . . turning out the first by-passing wardrobe door hardware to incorporate all these features for fast, economical installation, smooth operation, long, trouble-free service.

- **ROLLS EASIER**—Friction-reducing Teflon-coated hanger axles require no lubrication...nylon wheels.
- **STRONGER**—Heat-tempered aluminum track for highest tensile strength.
- **VERSATILE**—One set of hangers fits door thicknesses from 5/8" to 1 3/8".
- **ANTI-JUMP**—Postively will not jump . . . installs and removes easily with hangers mounted.

- 12° Installation Angle—no need to disturb trim to hang or remove doors.
- Only 1¼" headroom required.
- Deeply embossed extra-strength hangers.

HARDWARE AVAILABLE IN BULK OR PACKAGED SETS—IN 4, 5, 6 AND 8 FOOT LENGTHS



Washington
DISTINCTIVE BUILDING PRODUCTS

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WASHINGTON STEEL PRODUCTS, INC.
Dept. H & H-4
Tacoma 1, Washington

CECO WINDOWS... THE LINE DESIGNED WITH THE BUILDER IN MIND



WINDOW-DRESSING DOES SELL HOMES!

LET CECO SPRUCE UP YOURS



Ceco Integral Fin-Trim Aluminum Casements are engineered for quick installation, thus saving you expensive labor time. Just set in rough opening, nail in place, apply finish and caulk. Inside casings are available for further savings in finishing inside openings.

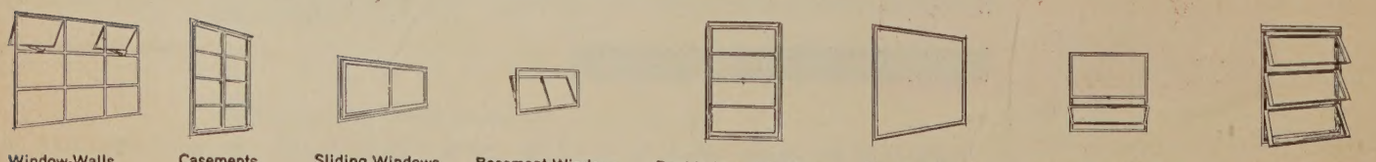
Modern house-hunters look for construction that's attractive as well as sound. And nothing dresses up a community like a variety of handsome windows . . . to avoid the "row-house" look. Here at Ceco we give you a wider choice than any other manufacturer . . . the greatest range and versatility. But Ceco also 'personalizes' its service to fit the individual needs and preferences of home-buyers everywhere. What windows top the most-wanted list in Texas? — In California? — From our sales record, we know. How about New England — the Deep South — Middle West — the northern tier of states? Ceco can give you the sizes and types of windows most popular in any specific area. So why not let Ceco Windows dress up *your* homes for faster sale? Call your Ceco man today.

CECO STEEL® AMERICA'S WIDEST LINE OF STEEL AND ALUMINUM WINDOWS AND SCREENS

CECO STEEL PRODUCTS CORPORATION

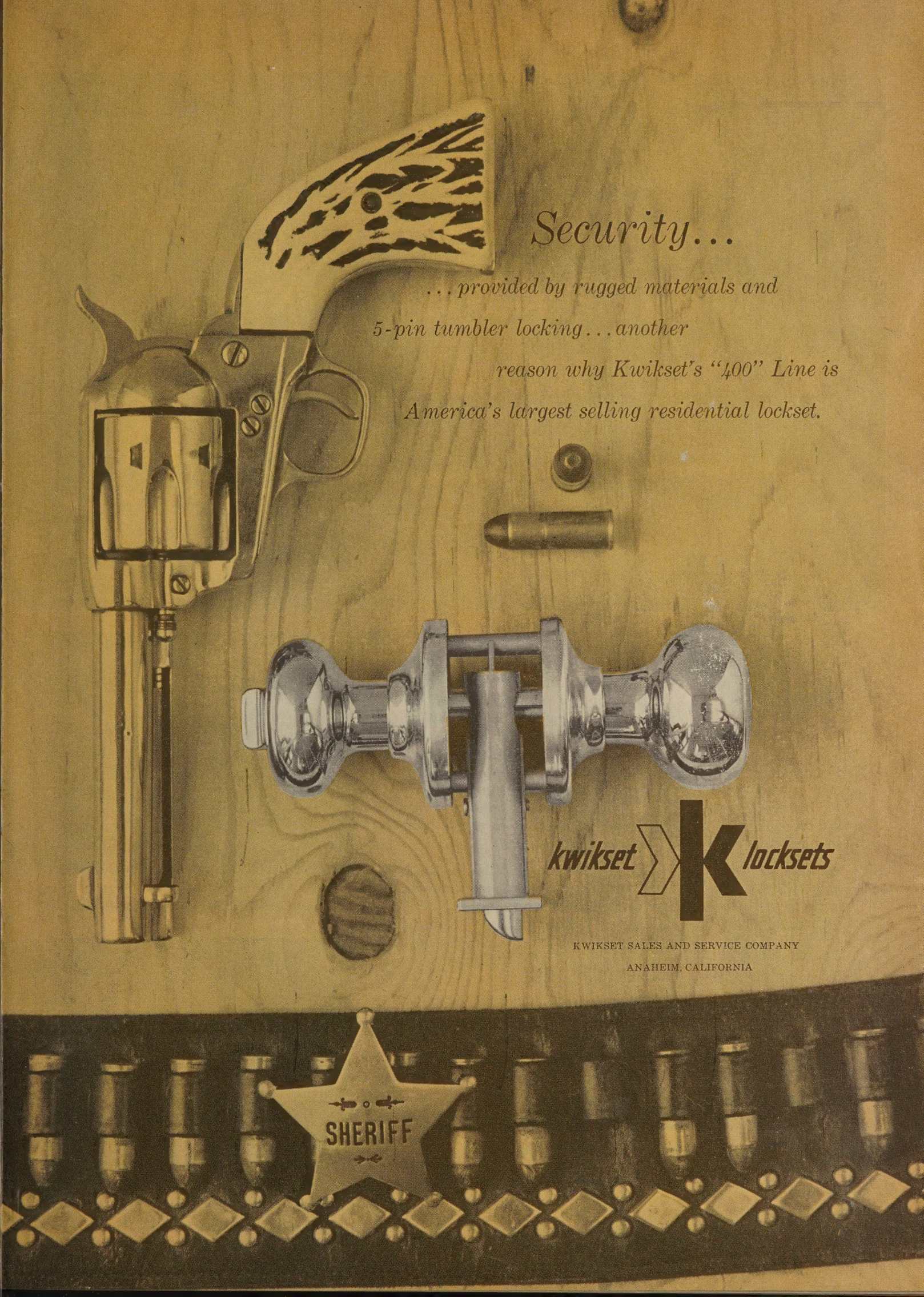
Offices, warehouses and fabricating plants in principal cities

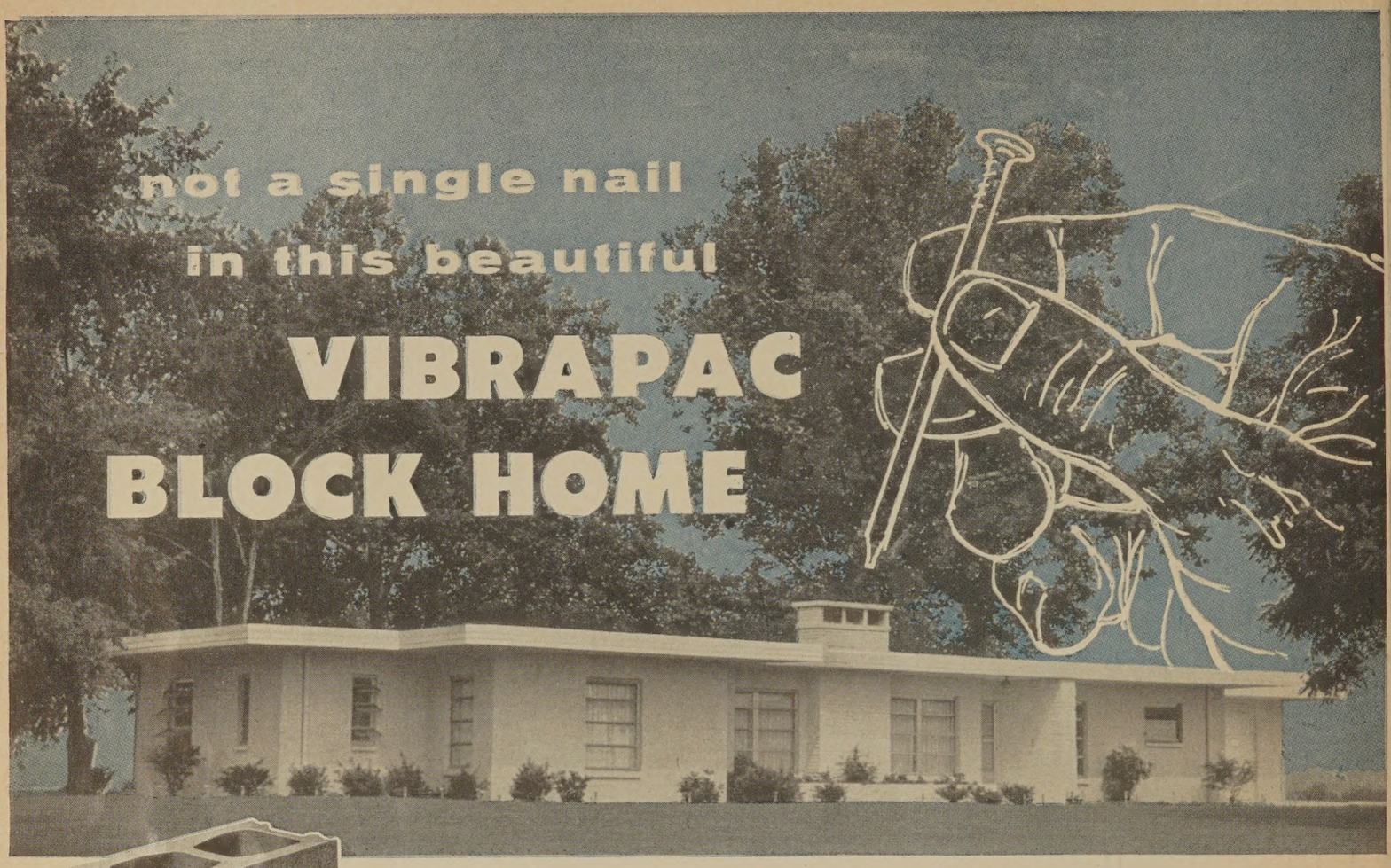
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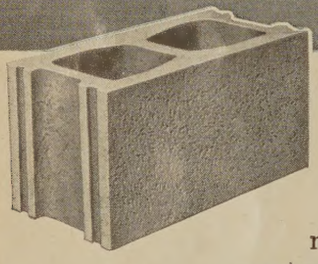


Window-Walls | Casements | Sliding Windows | Basement Windows | Double-hung Windows | Picture Windows | Hopper-Vent Windows | Awning Windows

In construction products Ceco Engineering makes the big difference . . . Windows, Screens and Doors / Metal Lath / Metal Roofing Products / Steel Joists / Concrete Reinforcing


Security...
... provided by rugged materials and
5-pin tumbler locking... another
reason why Kwikset's "400" Line is
America's largest selling residential lockset.
kwikset K locksets
KWIKSET SALES AND SERVICE COMPANY
ANAHEIM, CALIFORNIA
SHERIFF





Built for his own occupancy by a prominent Midwest business man, this beautiful residence embodies the most advanced practices in modern home construction. Not one nail, not one piece of wood was used anywhere! From basement to roof, from wall to wall, the entire structure is of Vibrapac Block and masonry supplemented by steel and glass. Completely fireproof, the home is one of the few in its area so rated by the insurance inspection bureau. It is also ruggedly resistant to storm, heat, cold, moisture and aging.

As usual, the many patterns and sizes available in Vibrapac Block made possible a variety of beautiful effects, especially indoors. Basket weaves, ashlar design, vertical and horizontal stacking and other treatments were applied with notable artistry . . . setting this home apart as one of the most distinctive to be seen anywhere today. Particularly noticeable are the restful tones of the block and the subdued quiet of all parts of the home.

Modular sizes, and the ease and speed with which Vibrapac Block can be laid, provided this home owner with marked savings in time, labor and materials. Vibrapac Block offers many construction, sales and profit advantages for your customers also. Complete literature on request. Write Dept. 175.

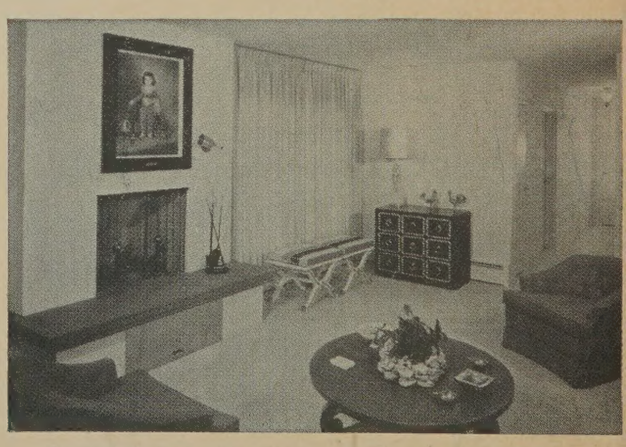
BESSER Company

• ALPENA, MICHIGAN, U.S.A.

1st in Concrete Block Machines



Proper selection of units, plus careful workmanship, had much to do with the charm and beauty of this Vibrapac Block home.



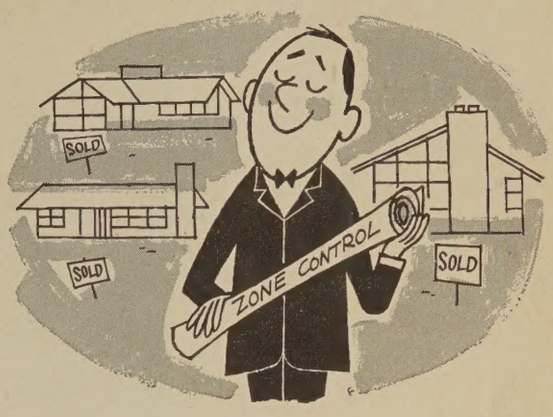
Exposed masonry walls add a touch of beauty to the interior. Even the fireplace is constructed of Vibrapac masonry units.

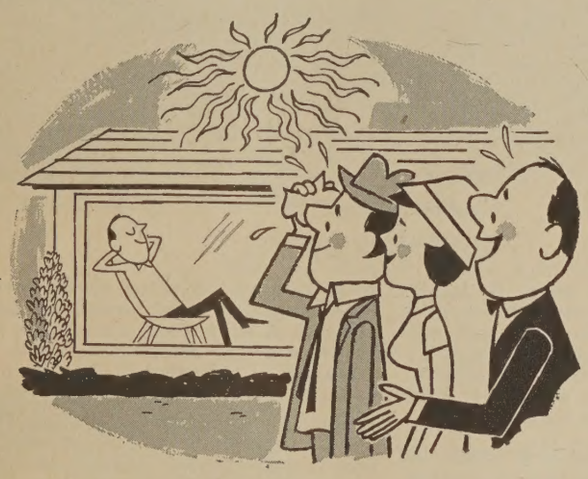
A7-127

The Merry Fate of Builder Nate

Or Zone Control (in summer, too) is a great comfort to home owners and builders!

Home builder Nate is doing great.
His homes sell at a wondrous rate.
They may cost more, but owners say
They're well worth every cent they pay.
In winter, they're as warm as toast.
In summer, cool, while others roast.





They're air conditioned, as you'd guess.
But something more builds Nate's success,
Gives him an *extra* he can sell!
That's Zone Control by Honeywell.
It gives each zone its rightful share
Of heated or of fresh, cooled air.

This fact, which Nate, of course, points out,
Removes a prospect's final doubt.
And soon this happy man will sign
The contract on the dotted line.
Want good signs in *your* future, too?
Get Zone Control, that's what to do.



Ask your heating and air-conditioning contractor about Zone Control especially for these 6 problem areas!

1. Finished basements. 2. Split-level homes. 3. Rooms over unheated areas. 4. Large concentrated glass areas. 5. Spread out floor plan. 6. Living and sleeping areas. There's a Honeywell Zone Control system adaptable to all types of installations—all types of homes. (In many instances zoning comfort can be achieved more economically with multiple heating-cooling units.) For further information about this extra selling feature for your homes, contact your contractor or the Minneapolis-Honeywell branch nearest you. See Honeywell's section in Sweet's Light Construction File. Reference number: A. I. A.-File No. 31-G-3.

Honeywell

H HONEYWELL First in Controls

POLYETHYLENE FOR BUILDERS

AN IDEA ADVERTISEMENT OF SPENCER CHEMICAL COMPANY

A QUICKER WAY TO A STRONGER SLAB

What are builders doing to cut costs—without cutting quality? This special report reveals how polyethylene film is helping builders turn out better houses, and yet save money all the way from foundation to roof.

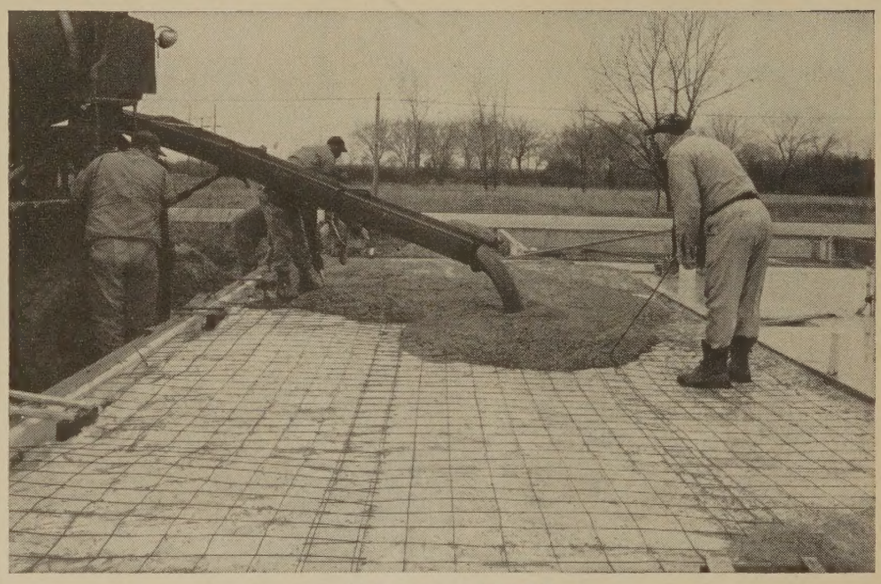
In Glenview, Illinois, construction superintendent Howard Woltman has found a way to save about 300 manhours on a 150-house project. Woltman is currently supervising construction of a housing project for Nixon Homes, builders of pre-fabricated houses supplied by National Homes Corporation of Lafayette, Indiana.

Before pouring concrete for a foundation slab, his workmen put down a moisture barrier. This is important because moisture not only makes floors damp and cold; it can crack a slab as effectively as a pick-ax.

Until recently, Woltman used 55-lb. asphalt-covered felt as the moisture barrier. But the felt was heavy, clumsy to handle, and brittle in cold weather. The strips had to be sealed together, and sharp-edged stones plus workmen's heavy shoes often made punctures and tears that let moisture through.

By using polyethylene film, Woltman's men can put down a moisture barrier in ½ to ¾ of an hour—saving about two manhours on each home. This saving is possible because of the film's frothy lightness (1,000 sq. ft. of 6 mil film weighs only 24 lbs.).

And the polyethylene film is actually tougher. When workmen step on it, it stretches rather than tears. It doesn't rip, even when fresh concrete cascades down on it. It's temperature-proof, and the strips don't have to be glued together. Yet with all these advantages, the polyethylene film costs no more than the materials he formerly used.



MAGIC CARPET
300 manhours saved.

Building Friends. These new films, as astonishingly tough as they are astonishingly light, have proved themselves builders' friends in many other ways, too.

- As a cover over concrete once it has been poured, moisture-proof polyethylene film slows down the curing process, makes a more durable slab.
- Polyethylene film serves equally well as a moisture barrier *under* highways and sidewalks, and as a cover *over* them while they cure.
- A polyethylene jacket around a building under construction reduces time lost to bad weather, and also protects workmen from wind, rain, and dust.
- Polyethylene protects new roofs from moisture while they are awaiting shingles.
- As a membrane between a concrete slab and top hardwood flooring, polyethylene protects the wood from the sweating of the concrete in summer.
- As a tarpaulin it offers low-cost protection against rain and snow for both machinery and materials.

Underground threat. Because the ground area under crawl spaces steadily evaporates moisture, it often causes serious deterioration of wood, metal, or plaster above it. A simple and inexpensive way to prevent this deterioration is to lay a blanket of polyethylene film over the exposed ground.

- Elbel Construction Company of Kansas City reports the use of polyethylene film for see-through runners inside its model homes. Besides protecting floors and rugs, these runners serve as guides for visitors.
- Such runners can also protect floors and carpets after the home-owner has moved in. In fact, Gering Products, Inc., of Kenilworth, New Jersey, makes polyethylene ribbed mattings for just this purpose in 6, 50 and 100-foot lengths.
- Many furniture movers, also, are now using polyethylene runners to protect floors and carpets while moving furniture in and out.

Special Reports. Spencer Chemical Co. is constantly exploring new uses for "Poly-Eth"* Polyethylene. Reports on these investigations (see below) are yours for the asking.



Makes fish cleaning both easier and faster! Molded in one piece from Spencer "Poly-Eth" Polyethylene, this new brush has flexible bristles that won't clog or mat. Rinses clean easily, won't retain fish odor. You can't lose it — it floats! Weighs less than ½ ounce. 35c at sporting goods stores everywhere, or write to Napco Plastics, P. O. Box 71, Napoleon, Ohio.

SPENCER CHEMICAL COMPANY
"America's Growing Name in Chemicals"

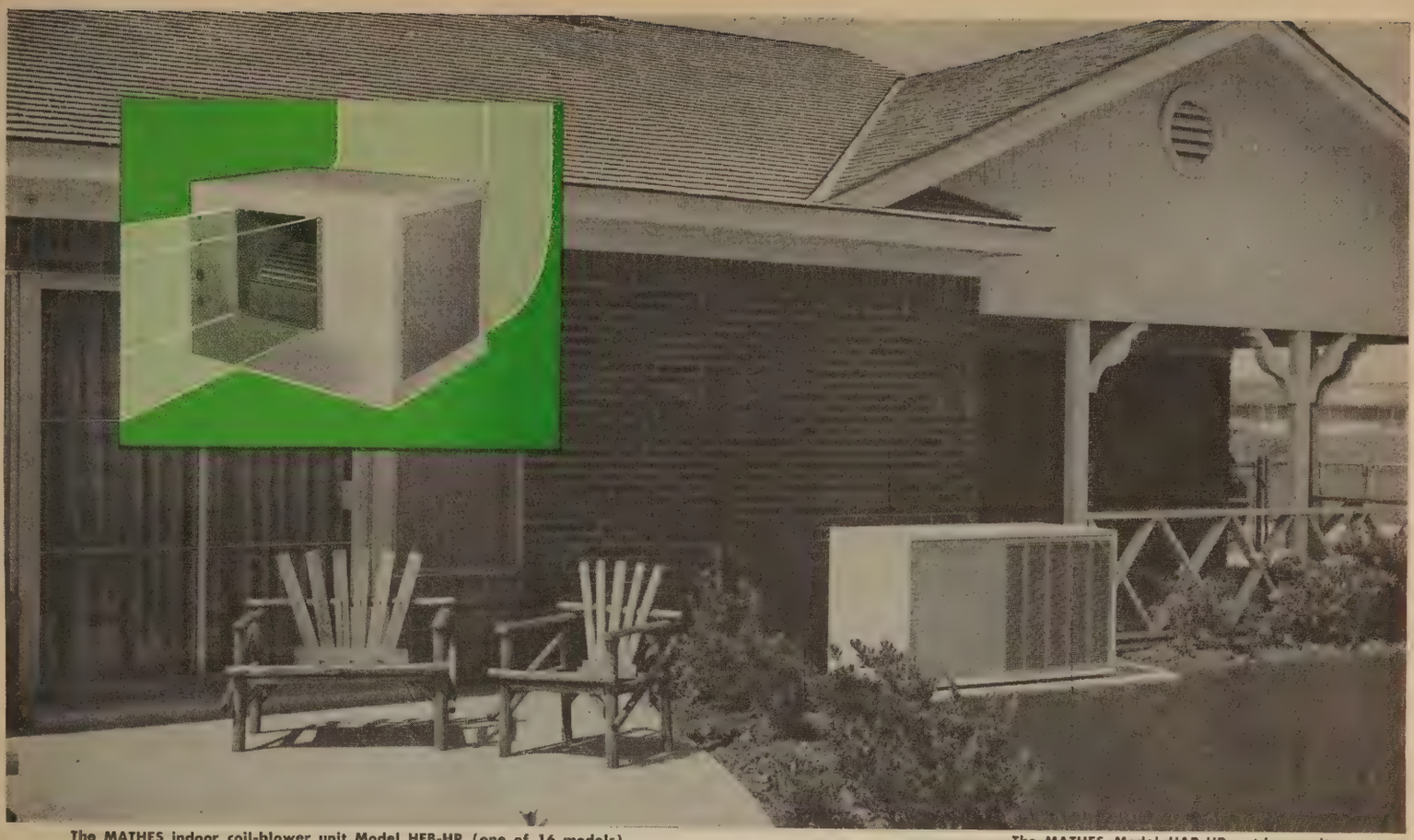
619 Dwight Bldg., Kansas City 5, Mo., Manufacturers of "Poly-Eth" Polyethylene • Spencer Nylon • Ammonia (Commercial and Refrigeration Grade) • Aqua Ammonia • 83% Ammonium Nitrate Solution • Synthetic Methanol • Formaldehyde • "Mr. N" Ammonium Nitrate Fertilizer • SPENSOL GREEEN (Spencer Nitrogen Solutions) • FREZALL (Spencer Dry Ice) • Liquid CO_2 • Cylinder Ammonia • Nitric Acid • "Brickaid" Brick Additive.

*Spencer Chemical Company manufactures "Poly-Eth" Polyethylene, from which polyethylene film is made. "Poly-Eth" is a registered trademark of Spencer Chemical Company.

FACTS FREE

If you'd like to know more about "Poly-Eth" Polyethylene, check the items below in which you are particularly interested. Then mail this coupon to "Poly-Eth," Spencer Chemical Company, 619 Dwight Bldg., Kansas City 5, Mo.

- ☐ NEW USES FOR POLYETHYLENE IN CONSTRUCTION
- ☐ POLYETHYLENE FOR LAWN AND GARDEN
- ☐ 58 HOME USES FOR POLYETHYLENE
- ☐ NAMES OF SUPPLIERS OF FILM MADE FROM SPENCER "POLY-ETH"



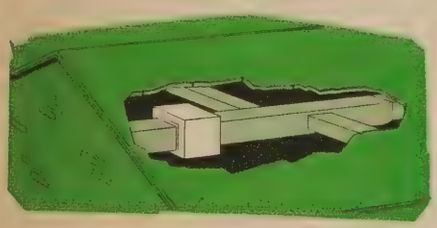
The MATHES indoor coil-blower unit Model HEB-HP (one of 16 models)

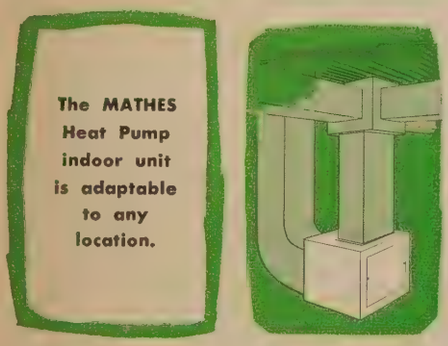
The MATHES Model HAR-HP outdoor unit

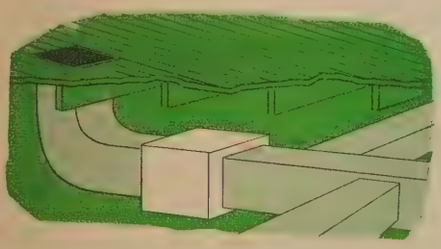
Add the sales appeal of year 'round air conditioning for about the cost of cooling only

with MATHES Heat Pumps

Modern MATHES Remote System Heat Pumps provide the economy of all electric Summer-Winter air conditioning for homes in every price range.







FOR YOUR CUSTOMERS the MATHES Split System air-to-air Heat Pump offers the ultimate in automatic Summer-Winter comfort . . . clean, safe, attention-free, economical, and attractive in appearance. There is no furnace, no fuel, no water.

FOR THE HOME BUILDER — MATHES Heat Pump air conditioning means you can tailor *capacity, installation,* and *cost* to your specific needs. The split system permits you to locate the air-to-air compressor-coil-fan unit outdoors in any convenient location. The compact indoor coil-blower unit is adaptable to installation in attic, basement, closet, crawl space under the floor, or wherever the home plan requires. You have no water, gas, or fuel oil plumbing expense.

MATHES MEANS PROVEN HEAT PUMP PERFORMANCE — There are more MATHES Heat Pumps in residential use today than any other make. MATHES is the only split system Heat Pump with UL approval. The MATHES full line of Heat Pump equipment delivers highest capacity per dollar of cost. From 22,500 to 116,000 BTU/hr cooling/heating capacity.

CONTACT YOUR MATHES DISTRIBUTOR — He is a thoroughly qualified air conditioning contractor who can provide engineering surveys, cost estimates and installation service. See the Yellow Pages of your telephone directory or write today to The Mathes Company.

The **MATHES** *Company*

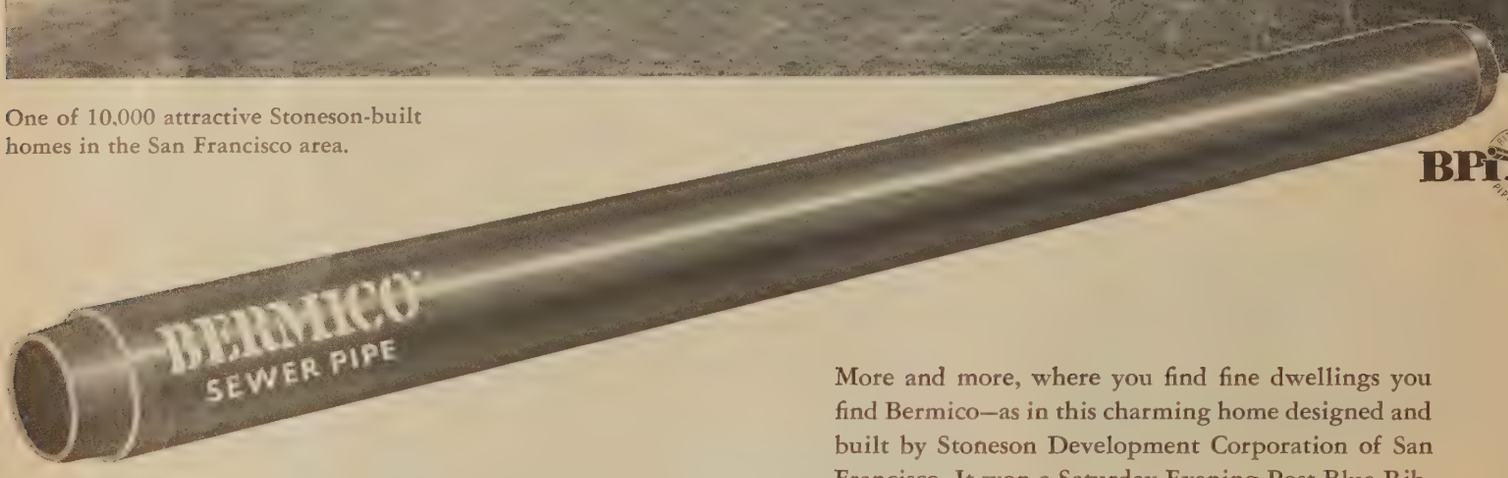
Division of Glen Alden Corporation

1501 East Broadway Ave. • Fort Worth 5, Texas



One of 10,000 attractive Stoneson-built homes in the San Francisco area.

BPI PIPE INSTITUTE



For a blue ribbon winner

BERMICO®

The modern pipe for modern living

More and more, where you find fine dwellings you find Bermico—as in this charming home designed and built by Stoneson Development Corporation of San Francisco. It won a Saturday Evening Post Blue Ribbon Award for the quality of its brand-name materials.

Bermico is tough cellulose fibre, thoroughly impregnated with coal tar pitch, that is naturally waterproof, root-proof and resistant to acids and alkalis. Convenient 8-foot lengths make Bermico easy to lay. Joints are quickly sealed with a few hammer taps.

For lasting service, use or specify *Bermico® Sewer Pipe* for house-to-septic tank and sewer connections, storm drains, down-spouts runoffs—*Bermiseptic® Perforated Pipe* for septic tank disposal beds—and *Bermidrain®* for foundation drainage.

Send for free copies of our 50¢ booklets—"How and Where To Install A Septic Tank System" and "What Every Homeowner Should Know About Foundation Drainage." Address Dept. KB-7.

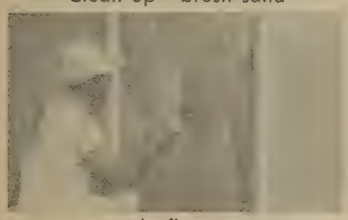
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General Sales Offices: 150 Causeway St., Boston 14, Mass.
Mills: Berlin, N. H.; Corvallis, Ore.

ELIMINATE THESE FIVE STEPS



Clean up — brush sand



apply first coat



brush sand



apply second coat



brush sand



GLOSSY AS A CAT'S BACK
AFTER A SINGLE COAT OF WAX



GIBRALTAR FLUSH DOORS SAVE AT LEAST 75% OF FINISHING COSTS!

They are shipped from the factory Surface-Sealed and Satin Smooth.
Whatever finishing is done is optional — depending on the degree of brilliance desired. The Beauty is Built-in.
Most builders just wax; others use 1 coat of paint or varnish.
Nobody does any sanding.
Everybody saves at least 75% of finishing costs.

Gibraltar FLUSH DOORS

GENERAL PLYWOOD CORPORATION, 3131 W. Market Street, Louisville, Kentucky

*"Super Satin Surface" and "Triple S" or "SSS" are trademarks owned by GPC (General Plywood Corporation) and used by GPC and Licensees on products having a Super sealed or Super Micro-sealed surface that satisfies the quality standards established by GPC."

Add to the beauty and liveability of your bathroom



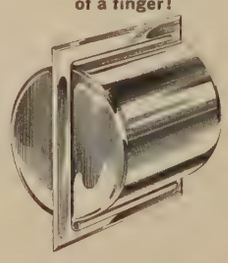
Inch for inch, the bathroom gets more hard wear than any room in the house. Making it into a showplace and keeping it that way requires more than good intentions. That's why so many architects, builders, and homemakers specify Hall-Mack Accessories. They know these quality fixtures retain deep, gleaming beauty under rugged usage. And they recognize at a glance the highly original ideas that make these accessories *extra* convenient for family and friends. Skillfully designed to blend with any decor, these famed accessories combine sparkling beauty and unusual utility to add real livability to this important room. Hall-Mack Accessories . . . first choice far and away.

HALL-MACK®

bathroom accessories in sparkling *chrome*



Concealed Toilet Paper Holder is recessed — has a gleaming chrome cover that lifts at the touch of a finger!



New chrome Towel Ladder gives extra towel space so often needed.

New chrome plated Shower Recess Unit — handy, safe spot for shampoo bottles, etc.



Sold by leading plumbing, tile, and hardware dealers everywhere.

HALL-MACK COMPANY *Division of TEXTRON INC.*
1380 W. Washington Blvd., Los Angeles 7, California

☐ Please send your FREE color booklet of new bathroom ideas

NAME_____

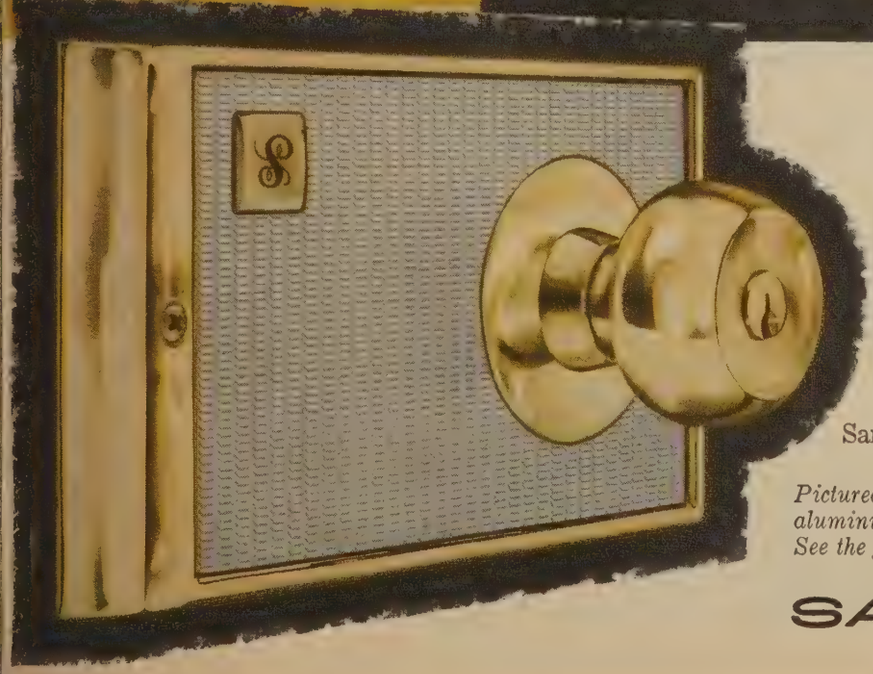
ADDRESS_____

CITY_____ ZONE____ STATE_____

HH-7



THE "LUCKY KEY CONTEST!"



...an exclusive new Sargent Promotion

Here's the sales assist you've been looking for. An exciting traffic stimulating program geared to today's progressive home selling.

And it's free . . . from Sargent. A bin full of Westinghouse prize radios. A $500 grand cash award. Newspaper mats, displays and a complete kit of merchandising materials are ready to back up the sales effort.

Get all the facts about the LUCKY KEY CONTEST from your distributor today. Or write Sargent & Company, New Haven 9, Connecticut. Dept. 11-G.

Pictured is a handsome new Sargent design . . . patterned aluminum panels set into an escutcheon of polished brass. See the full line of "styled for tomorrow" Sargent hardware.

SARGENT LOCKS

"...Sign of a well built house"

solid support for your house selling drive!



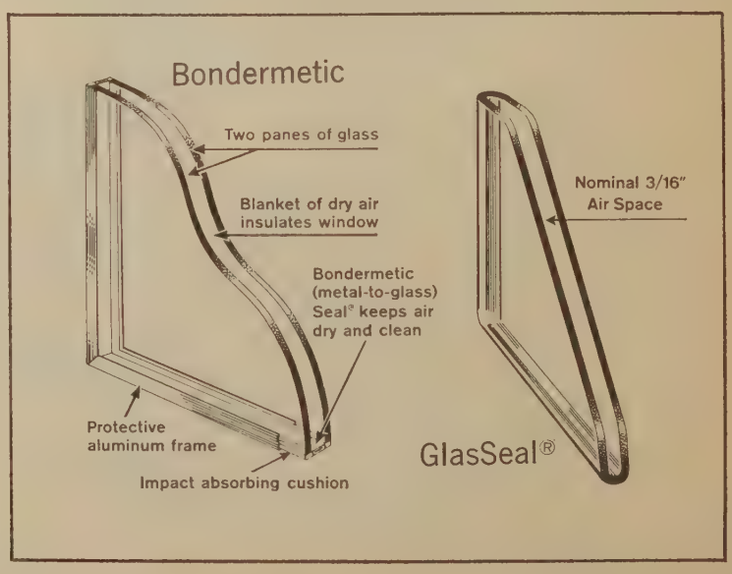
ON THE POPULAR

Perry Mason Show

Now . . . through July, August and September, L·O·F commercials will urge millions of viewers to "visit the model homes in your community . . . see how home builders are improving our way of living . . . with convenient, centralized kitchens . . . new heating and air-conditioning systems . . . and *Thermopane* insulating glass"!

In magazines, too, full-color advertisements in *American Home* and *Better Homes & Gardens* are urging millions of readers to visit model homes because '58 homes offer better living!

Make this promotion yours! It's simple! Your L·O·F Glass Distributor has your sales promotion kit. It contains all the tools you need to localize the promotion . . . to harness its pulling power to *your* model home. Call him! He's listed under "Glass" in the Yellow Pages.





LOF GLASS

Thermopane®

INSULATING GLASS

LIBBEY·OWENS·FORD GLASS CO.
TOLEDO 3, OHIO

See Raymond Burr as "Perry Mason" and Barbara Hale as "Della Street" in The Perry Mason Show. Saturday nights, CBS Network, 117 stations.

Fight cancer with a checkup and a check—
Give to the American Cancer Society.

Chicago developer



Master planner Joseph Goldman (left), newly elected president of American Community Builders, Inc., the Park Forest parent company, has had a major part in every step of this huge development. As an architect, as an aggressive merchandiser, and as purchasing executive for Park Forest Homes since 1949, Mr. Goldman has helped the project grow from 3,000 acres of raw land to a community of 30,000 people—complete with giant shopping center, schools, churches and parks.



Speedy application of Insulite Primed Siding—both horizontal boards and vertical grooved panels—is seen in recent photo above, made at new Lincolnwood area of Park Forest.



Sunday crowd on May 11, 1958 shows typical turnout of prospects at Park Forest.



now building 1100 homes with Insulite Primed Siding

Park Forest Homes builds complete new addition with Insulite Primed Siding and Sheathing, following one-year test

Last year the planners of Chicago's mammoth Park Forest Development built a group of test homes with Insulite Primed Siding—the new material that looks and works like wood, but has no knots or splits, and comes from the factory completely prime coated.

"We watched these test houses with an eagle eye," says Joseph Goldman. "We all live right here, of course—with our customers. Complaints, callbacks and repairs just won't do. But in one full year we've had nothing but compliments on the handsome, de luxe appearance of Insulite Primed Siding. Not one single case of a split board . . . and the condition of the paint on these houses seems almost too good to be true."

Today, carload after carload of Insulite Primed Siding is moving into Park Forest, for *more than 1100 new homes* now being built in the beautiful Lincolnwood addition. And Graylite Sheathing is being used with the Primed Siding, for the ultimate in tight, sound, warm, weatherproof sidewalls. Want more information on these products? Write—Insulite, Minneapolis 2, Minnesota.

INSULITE AND GRAYLITE ARE REG. T.M.'S U. S. PAT. OFF.

build better, save labor, with

INSULITE

Primed Siding

***Insulite** Division, Minnesota and Ontario Paper Co., Minneapolis 2, Minnesota*

Three Park Forest split-level models, shown below, are all built with Insulite Graylite Sheathing and Insulite Primed Siding. Prices of ranch houses and split levels at Park Forest are from $21,600 to about $30,000.



Introducing the new

National

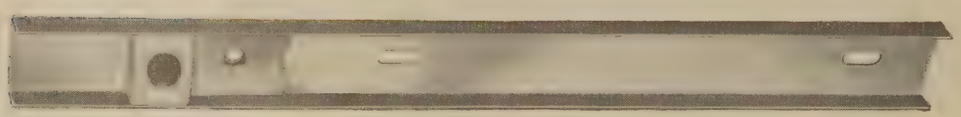
No. 380 FOLD and SLIDE DOOR

The smoothest in movement

Juts a slight touch on the door pull starts the sliding, folding action to fully open or close this smart new type of flush door. Two sets of double doors can be used to serve larger openings.

Noiseless nylon pivots carry door weight and nylon roller guides door in adjustable steel track mounted at top of opening. No track on floor to catch dirt. Adjustable rubber stop is provided to keep doors firmly closed.





STEEL GALVANIZED TRACK



ADJUSTABLE PIVOT BRACKETS GUIDE ROLLER

Pivot brackets are adjustable, both laterally and vertically, and never need lubrication. Bottom door aligners to keep four panel installations in perfect alignment.



JAMB BRACKET

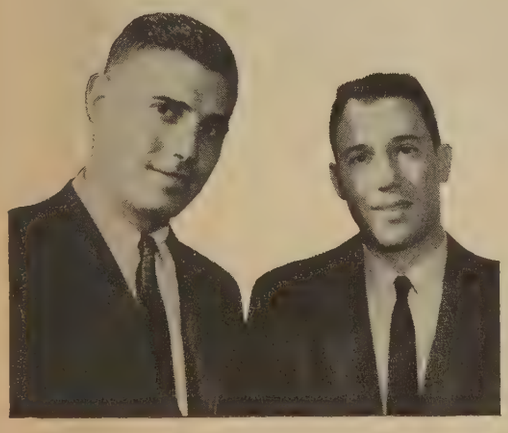
Jamb bracket permits use with either wood or concrete floors. No measuring needed to locate bracket—just attach to jamb. All hardware zinc and chromate plated.

National MANUFACTURING COMPANY
STERLING, ILLINOIS

AIR CONDITIONING SOLD THIS HOME!



"Our customers demand a home designed for air conditioning"



...report Richard and Robert Fox, Builders, Fox Built Homes, Plymouth Meeting, Pa.

"Air conditioning is a major factor in new-home sales," says Robert Fox. "We expect a 100% increase in the number of air conditioned homes this year.

"At one time, air conditioning was considered a luxury," Richard Fox continued. "That's not true today. People have discovered that they eat better, sleep better and stay healthier in an air conditioned home. Even in our modestly priced homes, most of our customers either buy air conditioning immediately or insist on a home designed for future air conditioning. By satisfying this demand, we find that we have a definite advantage over many of our competitors.

"Two- and three-horsepower American-Standard units are used to air condition our homes. These units come charged with 'Freon'—known for its safe, trouble-free performance. We haven't had a single installation or service problem with air conditioning since we started."

Always insist on units charged with "Freon"—today's best-known refrigerant

For the homes you build, be sure to install air conditioning—or provide for future installation. And be sure that the cooling systems you use are charged with Freon* refrigerants. "Freon" helps assure the efficient, trouble-free performance your buyers expect. "Freon" is acid-free, dry and safe.

In a recent poll of owners of home air conditioning, 35% of respondents readily identified "Freon" as the refrigerant in their units. "Freon" was the only refrigerant known by name—an impressive measure of its widespread acceptance.

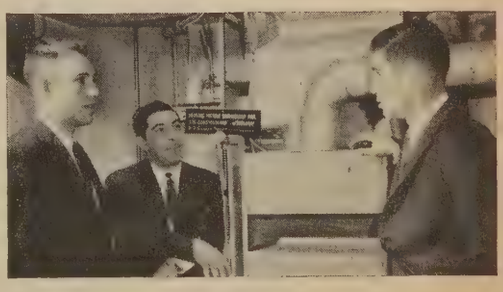
To learn how air conditioning has helped others sell homes, send for "What Successful Builders Think of Home Air Conditioning." Write: *E. I. du Pont de Nemours & Co. (Inc.), "Freon" Products Division 147, Wilmington 98, Delaware.*

FREON® REFRIGERANTS

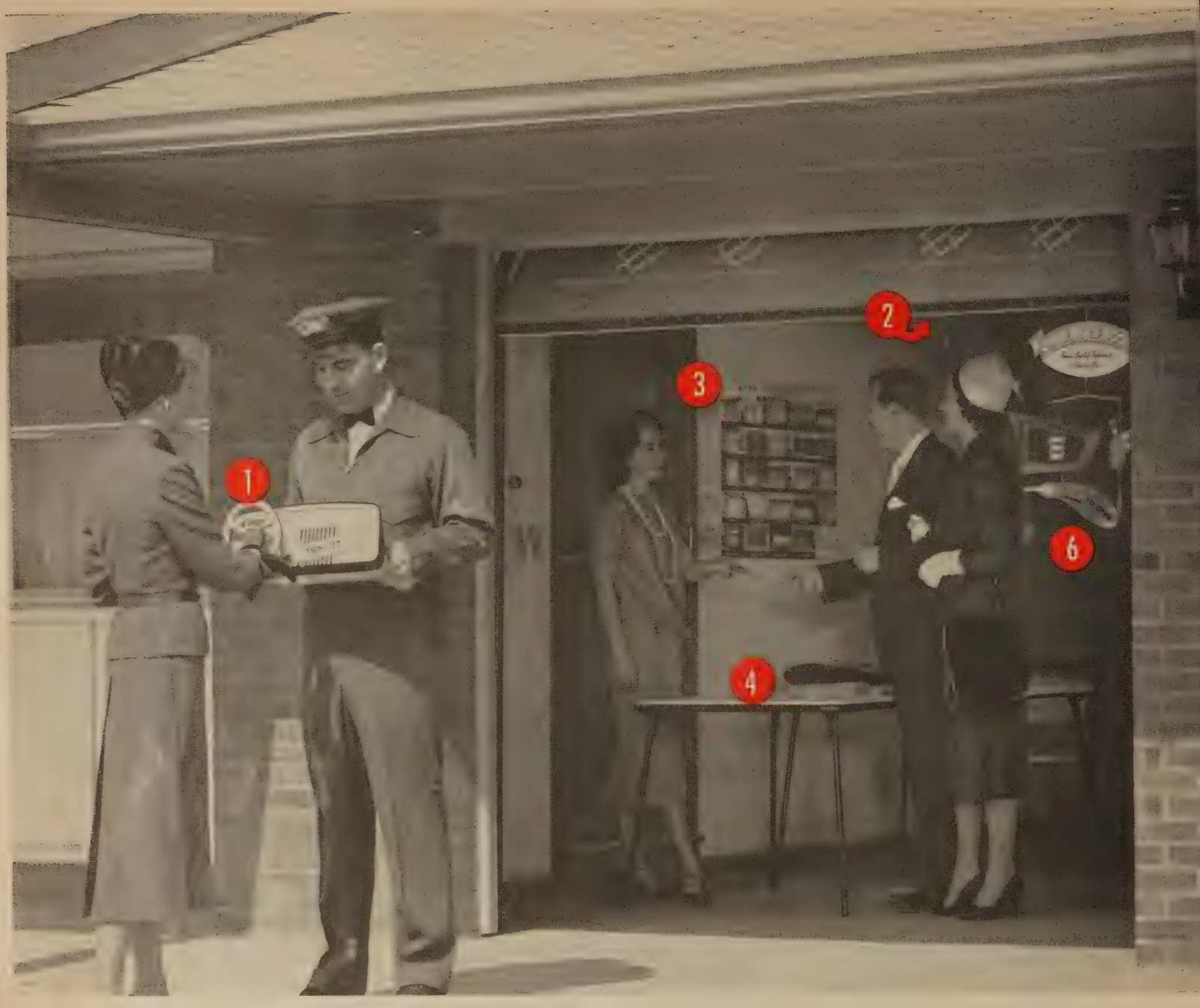
**Freon and combinations of Freon- or F- with numerals are Du Pont's registered trademarks for its fluorinated hydrocarbon refrigerants.*

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY



• Heating and air conditioning contractor "Pat" Giannone (center) with the Fox brothers at an installation in one of their homes. Mr. Giannone and the Fox brothers agree that American-Standard units and dependable "Freon" refrigeration are an ideal combination for residential air conditioning.



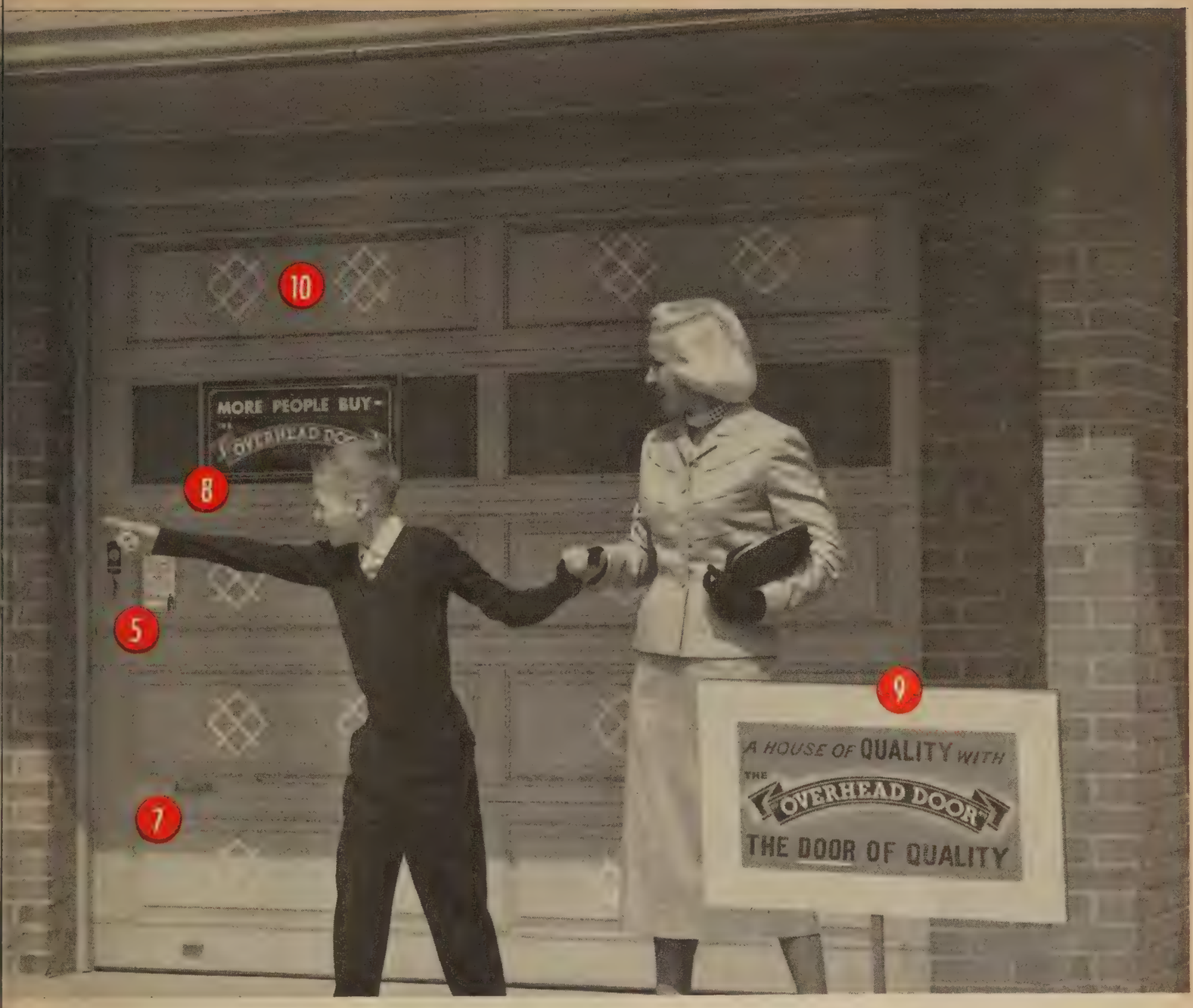
HERE'S THE FAMOUS NAME

Use this complete merchandising package with The "OVERHEAD DOOR" —the famous-name, low cost product every prospect knows —to demonstrate obvious quality and value in your model home!

One-fourth to one-third of the very face of your model home can be *a demonstrator that wins sales faster!* Simply use The "Overhead Door" and powerful sales aids available to every home builder. Then the largest moving part of your model home—a beautiful, weather-sealed wall that glides out of sight with a fingertip lift—quickly shows the quality, craftsmanship and precision construction that goes into your homes.

By including the famous radio-controlled Ultronic Door Operator (1 & 2) in your model home, you gain additional showmanship . . . . dramatize prestige, push-button living in your model home!

Note the items available from your distributor of The "Overhead Door" . . . then use them to win more sales—faster! They'll help you take full advantage of national and local advertising!



THAT HELPS SELL HOMES!

1. Dashboard-demonstrator of Ultronic control.
2. Magic-box containing Ultronic operator.
3. Colorful wall chart of styles and sizes.
4. Beautiful literature showing all advantages.
5. One-year Warranty given with each installation.
6. Dramatic mobile presenting sales points.
7. Smooth-operating door as self-demonstrator.
8. Sign to identify The "OVERHEAD DOOR."
9. Yard sign to show that you build with the best.
10. Option of 15 raised and routed designs.
- Sales training on dramatic demonstration of The "OVERHEAD DOOR."
- Local newspaper advertising materials.

THE "OVERHEAD DOOR" TRADE MARK

OVERHEAD DOOR CORPORATION

General Offices: Hartford City, Indiana
Manufacturing Distributors: Cortland, N. Y.; Hillside, N. J.; Lewistown, Pa.; Marion, Ohio; Nashua, N. H.
Manufacturing Divisions: Dallas, Tex.; Portland, Ore. • In Canada: Oakville, Ont.

FOR 37 YEARS . . . MORE PEOPLE HAVE SOUGHT THE "OVERHEAD DOOR" THAN ANY OTHER BRAND!

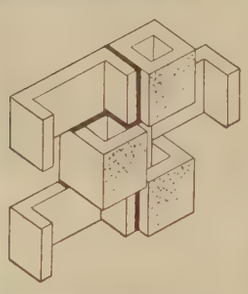
BLOCK PRESENTS PATTERNS OF

progress

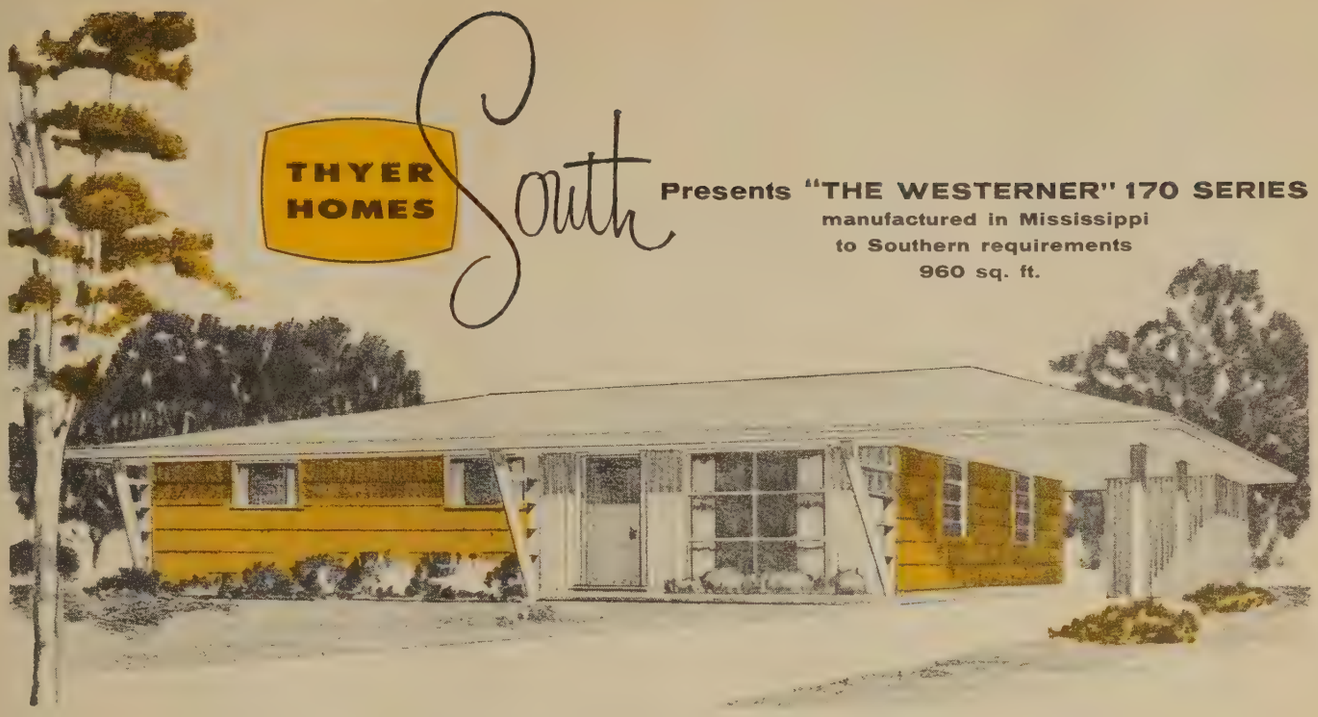
A permanent expression of progress is portrayed in this fashionable offset pattern of standard units and 6″x8″x16″ pilaster block. Thousands of such distinctive block-featured wall patterns are offered by your local NCMA member. Consult him now.

NATIONAL CONCRETE MASONRY ASSOCIATION
38 SOUTH DEARBORN • CHICAGO

Exterior of Mekelburg Bldg., Brentwood, Calif.
Architects: Candreva & Jarrett, AIA



NCMA



THYER HOMES South

Presents "THE WESTERNER" 170 SERIES
manufactured in Mississippi
to Southern requirements
960 sq. ft.

Build livability with a distinctive flair . . for your $13,500 and under market!

Here's Thyer's answer to the revitalized building market. Never before has so much livability been offered in this low price range!

Prospective buyers can see immediately the unique individuality that has rarely been available to the lower income bracket. Variations in elevation accentuate this individuality . . . make neighborhood planning easy and eye appealing.

The elevations shown have a similar floor plan, yet have been modified to fulfill the buyer requirements in their respective areas. Both are available *now* and fully acceptable to local building codes and financial interests.

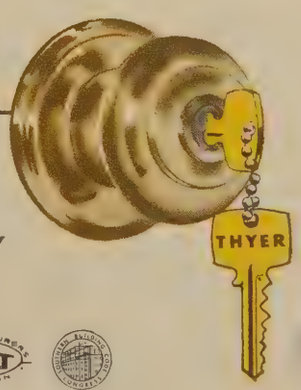
Don't overlook this opportunity to build with one of the nation's top home manufacturers! There are many diversified plans and elevations for all price ranges. Contact the nearest Thyer Division shown below.



THYER HOMES North

PRESENTS "THE WESTPOINT"
MANUFACTURED IN THE NORTH
TO AREA SPECIFICATIONS
912 LIVABLE SQ. FT.

THYER HOMES



WRITE TODAY FOR
THYER'S 'GOLDEN KEY'
BUILDER OPPORTUNITY

The Thyer Manufacturing Corp.
2857 WAYNE STREET, TOLEDO 9, OHIO
P.O. BOX 445, COLLINS, MISSISSIPPI

Wall-Hung to install in minutes

No framing required. Installs with a screwdriver. And this big LAU Wall-Vanity is more than a beautiful bathroom cabinet. It combines—in a single unit—a built-in exhaust blower, full-room and mirror lighting and electrical outlet ... reduces wiring work to one simple electrical connection.

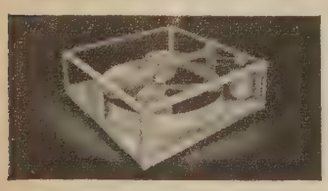




LAU Wall-Vanity—newest idea in bath cabinets...

LAU OFFERS THESE BUILDER-DESIGNED HOME PRODUCTS, TOO.

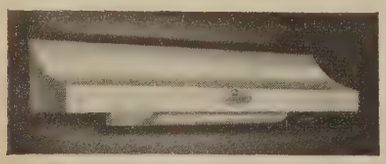
Literature sent on request.



LAU Attic-Exhaust Fans



LAU Wall-Nook Foldaway Table



LAU Range and Oven Hoods

Builder-designed to save work and time—customer-styled for smart appearance and extra convenience. Check these unusual features:

Two-way lighting—direct lighting for big double mirror-doors, indirect lighting for entire bath.

Exhaust blower—an optional built-in feature. Exhausts air into wall space *or* duct.

Color-matched—four decorator colors *and* white to blend with today's modern bathroom fixtures.

Extra capacity—stores more than ordinary cabinets. Deep top shelf even holds large shaver cases.

Easy installation—32″ to 44″ widths to fit most bath plans. Screwdriver-installed *on* the wall.

Simplified wiring—one electrical connection for lights, blower and outlets.

LAU Wall-Vanity can be bought, too, without blower or light unit. Send for free descriptive folder.

LAU®

THE LAU BLOWER COMPANY

FAN DIVISION: 2027 HOME AVENUE, DAYTON 17, OHIO

Other plants in Irwindale, California, and Kitchener, Ontario, Canada

AllianceWare duotone



AllianceWare's new "Modeira" 5' Curve-front Recess Tub with Straight Tile Lines, "DuBarry" Double Bowl Lavatory, "Plato" Water Closet

AllianceWare Color Creates Customers For Your Homes:
AllianceWare Design Cuts Installation Costs

New! AllianceWare Slip-Proof Tub!

Now you can close more sales by offering real Slip-Proof protection, applied to the tub floor by a unique new AllianceWare process. This new safety feature (optional) has been tested and approved for superior performance by York Research Corporation.

QUALITY CONTROLLED YORK RESEARCH CORPORATION

AllianceWare Duotone Bathtubs are available in any combination of tan, pink, yellow, grey, green, blue or white; black for aprons only. Water closets and lavatories to match either color.

Free! **...AllianceWare's New Bathroom Design Book**



Sixteen pages in full color of new design, color and decorating ideas for bathrooms.

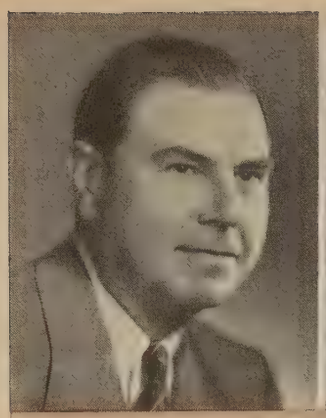
Write Dept. HH-7 Today for your Copy!

AllianceWare, Inc. • Box 809 • Alliance, Ohio

an amp subsidiary



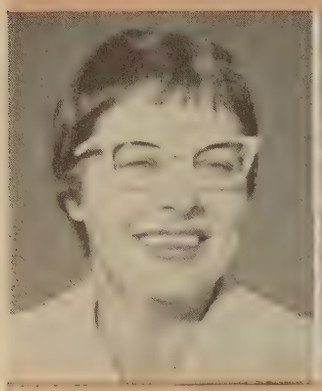
1. One man can handle, instead of two.
2. Four simple supports to put in.
3. Patented Wall-Hung Installation.





**VAL ZIMMERMANN, Pres.,
ZIMMERMANN HOMES, INC.,
MILWAUKEE, WISCONSIN**

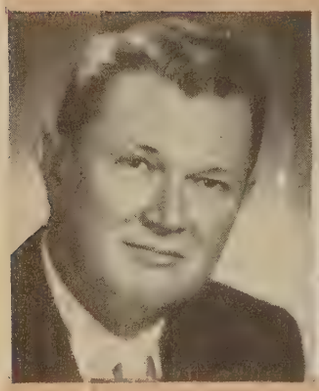
"A better home for less money is what we offer in our Monterey Park subdivision . . . and quality features like Celotex Hush-Tone ceilings are important to our success. We picked Fiesta because it not only puts a hush on noise but also adds an exclusive new decorator touch . . . and prospects like it!"





**MARY COOPER, Color Consultant,
LUSK HOMES
TUCSON, ARIZONA**

"We were delighted when Celotex introduced Fiesta Hush-Tone Tile. In design and color, it fits perfectly with our interior decorating plans for Kingston Knolls homes. And it adds the comfort of quiet to family living—a feature as modern and salable as our swimming pool and activity room."





**STANLEY S. SWANGO, Jr.,
SWANGO HOMES
DAYTON, OHIO**

"We at Swango Homes know that, the better the name, the easier the sale. Nationally advertised products are a must with us. Because Celotex is one of the brand names most people know best, we feature Hush-Tone Tile by Celotex. It suggests modern construction throughout and helps sell homes!"







**J. B. MOFFETT, EDWARD FERRELL,
BROOKWOOD DEVELOPMENT CO.,
LONGVIEW, TEXAS**

"Our developments in Longview will represent an outlay of over ten million dollars. Our Brookwood Place homes range from $20,000 to $40,000. Naturally, we have to offer the newest and best. We feature Ceilings by Celotex because they're a visible quality extra. Features with good names like Celotex help sell the whole house."

MORE AND MORE OUTSTANDING BUILDERS ACROSS THE NATION

feature

HUSH-TONE

TRADE MARK

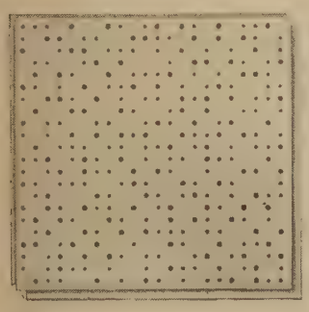
"CEILINGS BY CELOTEX"

FIESTA PATTERN

GOOD PRODUCT!
GOOD BUILDERS!
GOOD REPORTS!

Nationally advertised in LIFE, SATURDAY EVENING POST, BETTER HOMES & GARDENS, LIVING, AMERICAN HOME . . . endorsed by such TV and Radio stars as STEVE ALLEN, HAL MARCH and DON MCNEILL . . . Hush-Tone Tile is enjoying increased popularity everywhere!

Like these leading builders, you can put this national advertising to work for you. All the selling power of the pre-sold CELOTEX brand name goes to work for you when you say,
"Sound-Quieting Ceilings by Celotex!"



TRUE WHITE LINEAR-RANDOM† HUSH-TONE TILE



INTERIOR VIEW OF LUSK-DESIGNED HOME, TUCSON, ARIZONA

For Beauty with the added "SELL" of Quiet...feature

HUSH-TONE CEILING TILE BY

CELOTEX

REG. U. S. PAT. OFF.

THE CELOTEX CORPORATION • 120 S. LA SALLE STREET • CHICAGO 3, ILLINOIS

†U. S. PAT. NO. D168,763

SEE SAMPLES AT YOUR CELOTEX BUILDING PRODUCTS DEALER

This is 50 East 79th Street — New York City — a 19-story luxury apartment building adjacent to Central Park, with all 96 kitchens equipped with PREWAY Bilt-In Ranges.

NEW YORK'S *Newest* MOST DISTINCTIVE APARTMENT BUILDING FEATURES

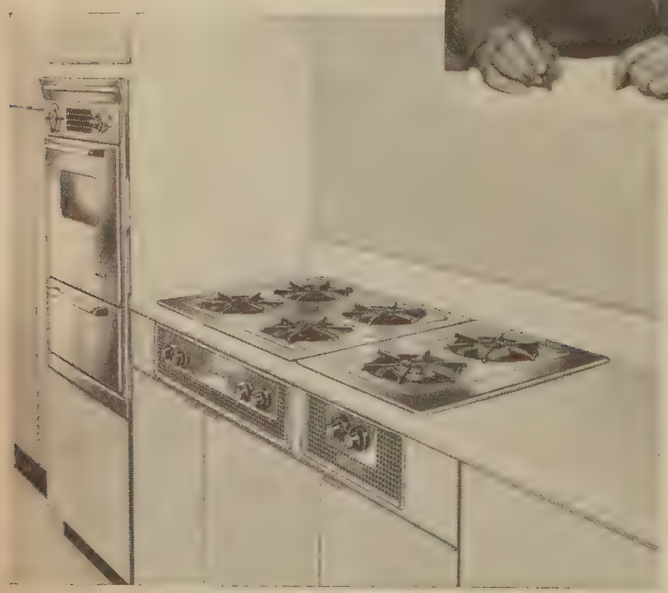
PREWAY

AMERICA'S *Finest* MOST DISTINCTIVE BUILT-IN RANGE



Fisher Brothers
Have Looked Ahead
To Be Ahead
With PREWAY.

Builder and owner of nearly 3,000 apartments, Mr. Zachary Fisher, with his brother associates, is both a pace-maker and trend-setter in the building industry in New York, and Miami.



"In planning the kitchen for these luxury apartments," **said Mr. Zachary Fisher, Treasurer of Fisher Brothers, builders and owners,** "we had in mind three basic ideas:

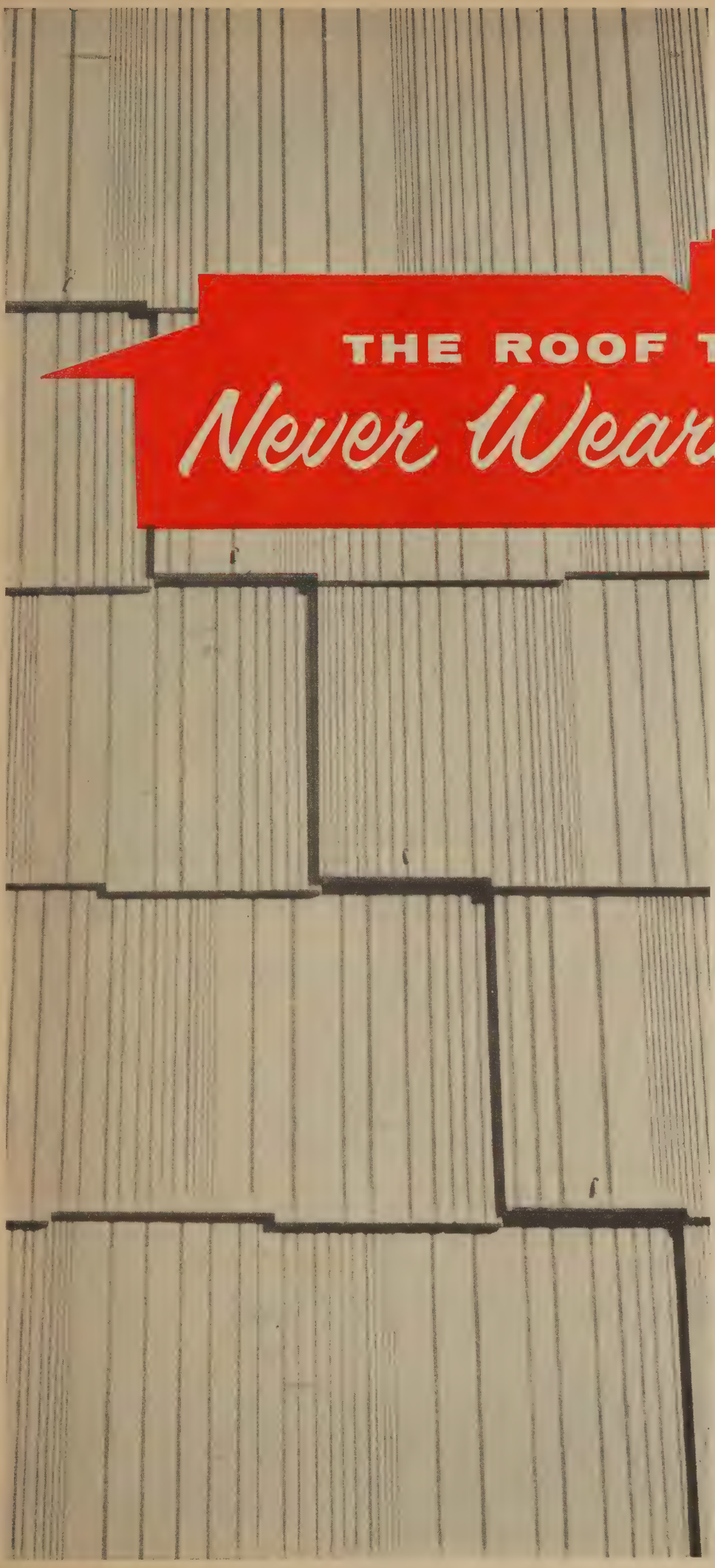
1. **A built-in range that would accent the clean, modern lines of our kitchen design**
2. **A built-in range that would perform to the high standard of cooking and baking excellence that our type of tenants would demand**
3. **A built-in range that would free us from costly and troublesome service calls that would irritate and disturb our tenants.**

"On our scale of evaluation — and we checked and investigated most carefully — PREWAY scored the highest. Even more, we have already found, as other builders told us we would, that PREWAY Bilt-Ins go-in quickly. They gave us low labor costs in installation."

Here is a message that should prompt you to investigate PREWAY — just as Zachary Fisher and his organization did. Write today for colorful specification bulletins that give you full information on PREWAY Bilt-In ranges, gas and electric; PREWAY Bilt-In refrigerator-freezer; and PREWAY range hoods.

PREWAY **Inc.**
2758 Second Street, North, Wisconsin Rapids, Wisconsin

Since 1917 — Pioneer manufacturer of built-in appliances . . . refrigerator-freezer combinations, gas and electric ovens and surface units, ventilating range hoods.



Ruberoid American Thatch® roof shingles will never wear out because they're made of fireproof asbestos-cement. Copper storm anchors protect butt edges against wind damage. A wide range of dramatic two-tone colors with Ruberoid's famous Duroc® finish to seal color in, seal dirt out. American Thatch is luxury roof beauty that is built to last. See your Ruberoid dealer. For more information ask for American Thatch folder #1343. Write The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.

American Thatch®
ASBESTOS SHINGLES

The RUBEROID Co.

ASPHALT AND ASBESTOS
BUILDING MATERIALS

Look to **Rō-Way Garage Doors**

for Top Quality in Every Model



Compare Ro-Way overhead type garage doors with *any* other make and you'll see why Ro-Way offers top value.

Greater dimensions in millwork and hardware . . . efficient design . . . skilled craftsmanship all combine to make the Ro-Way door an outstanding buy . . . a beautiful addition to any home . . . a rugged, smoothly-operating unit built to deliver long years of trouble-free service.

And best of all, this beauty and rugged construction are yours in *every* Ro-Way door—from deluxe models to the budget priced *Westchester.*

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There's more to the value of a lockset than meets the eye. There's the matter of engineering and materials that go into its construction. Sound engineering and quality materials help assure long life, positive security and dependable service. Remember, "call-backs" for repairs are costly. That's why, so often with cheap brands, the first cost is not the last cost. Quality construction . . . fresh, smart styling . . . competitive price tag . . . these are the factors that make NATIONAL LOCKset "America's Outstanding Lockset Value". Ask your building material supplier.

Illustrated is Doric knob with Square escutcheon. Can be mounted as square or diamond for 5" or 18" backset.

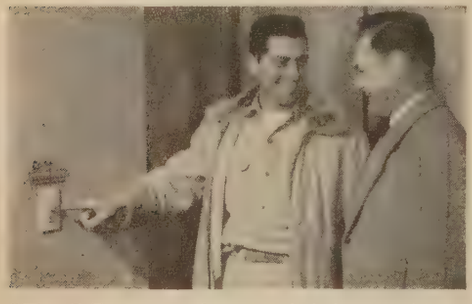
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Mr. DeCesaris stands in front of a house in his attractive Oaklawn development, where G-E remote-control wiring is offered to customers at the same price as ordinary wiring.



"The G-E master selector switch is something everyone just *has* to touch," reports the builder.



Mr. Domenic Faraone of Thomas Electric Co., Inc., electrical contractor for Oaklawn, states: "With G-E remote-control, I can offer extensive multi-point switching more economically than with the 3-way and 4-way switching required to do the same job in ordinary wiring. Plenty of convenient multi-point switching plus the G-E master selector switch turn the builder's wiring system into a real house-selling feature."

"I MAKE MORE PROFITABLE SALES BY OFFERING THE CUSTOMER G-E REMOTE-CONTROL WIRING FOR THE SAME PRICE AS ORDINARY WIRING"

. . . Mr. Elio DeCesaris, President, Oaklawn Home Builders, Inc., Oaklawn, Rhode Island.

"I want every house I build to have this up-to-date system," says Mr. DeCesaris, "and figure that offering prospects G-E remote-control wiring at no extra cost is the best *advertising* I do. Other things being equal, I've seen the General Electric feature make friends for me and 'swing the deal'.

"Four years ago, I started with remote control because it was new and different . . . a great conversation starter . . . and customers who used it liked it. Nowadays people walk in *expecting* it. You can bet I never let them down!

"The reasons home buyers like G-E remote-control wiring are simple: *Plenty* of attractive, easy-to-press switches for each important light and outlet—*safety* of low-voltage switching — and the master selector switch that turns OFF 'forgotten lights' or lights up the whole house, quickly, from one location. Of course the General Electric name means a lot, too."

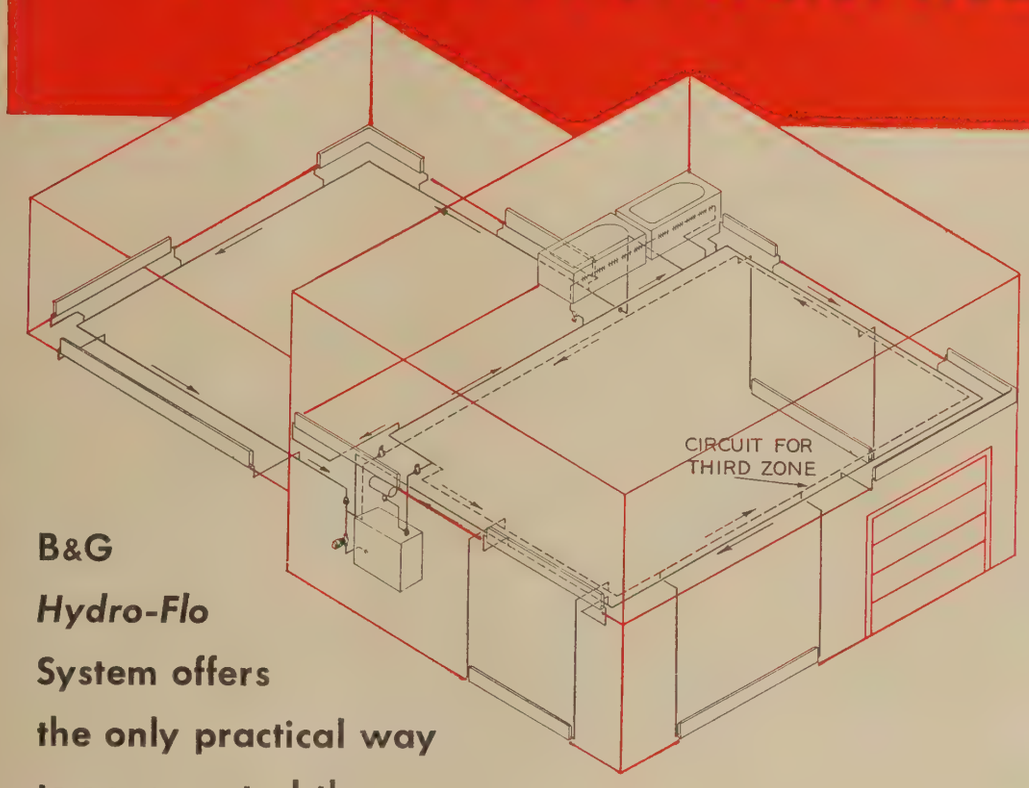
Mr. DeCesaris, current President of The Rhode Island Home Builders Association, is himself building and selling 20 to 25 homes per year, in the $15,500 to $25,000 price range.

Ask your electrical contractor or General Electric distributor to show you how this modern wiring system can help you sell houses faster, OR: Write for your free copy of the new *G-E Remote-Control Wiring Booklet for Builders,* to General Electric Company, Wiring Device Department, Providence 7, R. I.

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B&G *Hydro-Flo* System offers the only practical way to zone-control the heating of both conventional and split-level houses



B&G BOOSTER
...key unit of the B&G Hydro-Flo System

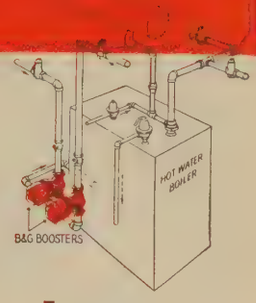
Engineered for compactness, *silent* operation and years of service, this electric pump circulates boiler water for heating the house. It is built with precision manufacturing methods which translate good design into superior product...permit mass production with custom-built quality.

The B&G Booster has a solid reputation for *quiet*, dependable and long-lived operation. That's why over two million units have been sold to date!

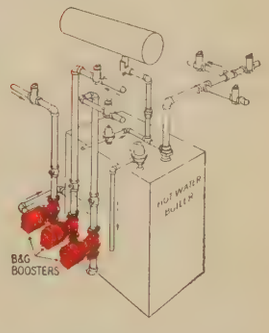
The growing popularity of split-level homes and their need for zoned heating gives added value to the easy zoning characteristics of the B&G *Hydro-Flo* Forced Hot Water System. Only a minimum of simple, dependable equipment is required.

The tri-level house illustrated above is heated with a baseboard system which can be optionally installed in one, two or three zones. For one or two zones, the basic piping plan is not changed—the three zone system requires a short additional piping circuit.

A two-zone effect can be achieved, if desired, with only one pump. The balancing valves installed in the return lines from the two piping circuits can be adjusted to maintain either a uniform temperature throughout the house or to provide different temperatures in the living-dining-kitchen area and in the bedroom-recreation-garage area.



Two zone system
By introducing a second pump, completely automatic temperature control in two zones is effected. Each zone pump is controlled by a thermostat which permits the occupants to vary the temperature in the respective zones as desired. The piping differs from a one zone system only in the return connections to the boiler.



Three zone installation
With three B&G Booster Pumps installed, each level of this tri-level home is under individual thermostatic control, permitting three different temperatures in the same house. The economy in fuel and the added comfort is obvious when it is considered that each section of the house can be warmed to a degree consistent with its functions.

Hydro-Flo* SYSTEM

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Cushiontone adds warmth and beauty to this beamed ceiling. Picture it in your model house.

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HUNDREDS OF builders agree Armstrong Textured Cushiontone *belongs* in any room in the home.

Cushiontone's rich, textured surface adds a look of luxury to any decorating scheme. And, especially in today's open-planned homes, Cushiontone's ability to soak up noise is an extra benefit prospects will welcome.

Plan to use Cushiontone ceilings in your next model house. When you do, take advantage of the free services of the Armstrong Bureau of Interior Decoration. Skilled designers at the bureau will show you how to color-harmonize rooms and suggest other decorative ideas that will appeal to your prospects.

For more information about Armstrong Ceilings and the free decorating service, contact your Lumber Dealer or write to Armstrong Cork Company, 3907 Sixth Street, Lancaster, Pa.

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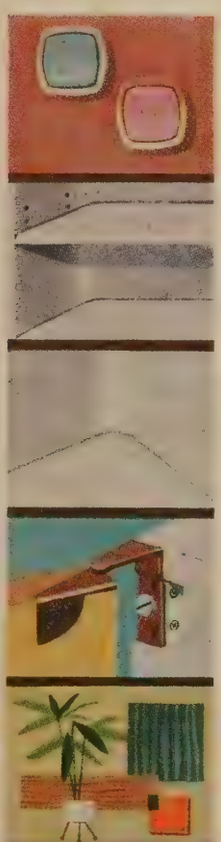
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Specially-designed to wipe clean . . . to blend perfectly with any Fashionwood finish.

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At left: A Willowood kitchen

* *Surveys show . . . and your own experience proves it . . . sell the woman and you sell the home.*

- **She wants individuality**
  Here are seven distinctive natural finishes for her choice!
- **She wants beauty**
  Here's the charm of natural wood, heightened by fashion-toning!
- **She wants easy cleaning**
  Here are Marbletone® interiors and rounded corners that wipe clean!

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To see why Fashionwood sells the woman . . . the kitchen . . . and your homes, see your Curtis Fashionwood distributor, or write Fashionwood Kitchens — today!

FASHIONWOOD KITCHENS

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FULLY INSULATED with FIBERGLAS

Full HOUSEPOWER for Electrical Living Today and Tomorrow

TEXTRON METALS Double Insulation

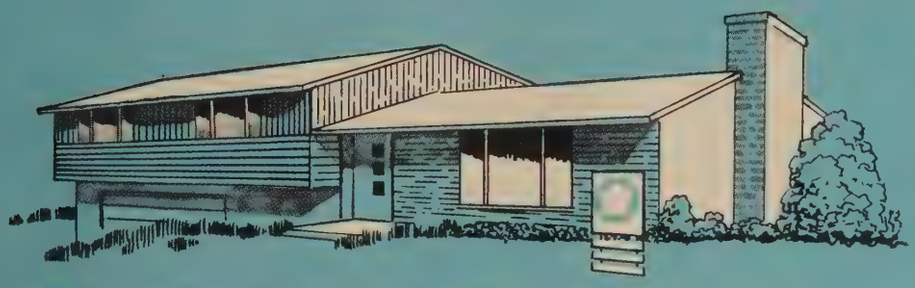
ANOTHER COMFORT CONDITIONED FEATURE FOR YOUR HOMES!

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When you install Textron windows in the walls of Comfort-Conditioned Homes, you get *double insulation efficiency* that means that you can reduce the size of heating-cooling equipment. Your homes will be warmer in winter and cooler in summer at lower operating costs. Extra bonus for summer comfort is the perfect insect protection provided by glareless Fiberglas*Screening.

Comfort is what sells new homes, the kind of comfort offered by full insulation, full "Housepower" and Textron Metals Aluminum windows.

Comfort-Conditioned Homes with PRIME WINDOWS

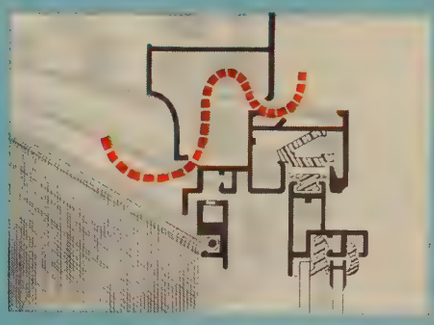


MAXIMUM WEATHER PROTECTION Insulated frame, new double glazing, no metal-to-metal contact, 100% weatherstripped with vinyl and woolpile. These Textron Metals features mean positive insulation and smooth operation. All this plus year 'round ventilation with rust-proof, damage-resistant Fiberglas Screening.

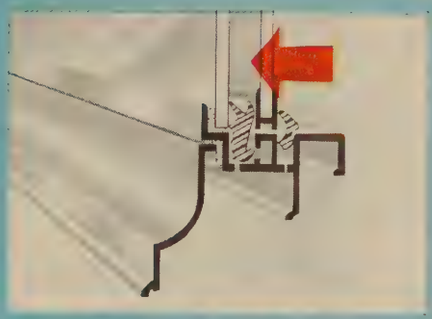
STRONG, RUGGED CONSTRUCTION Rigid extruded frames double-locked on all four corners plus a heavy fixed meeting rail assures the builder that Textron Metals windows will withstand the rigors of rough construction handling. Here's a window that has sufficient weight to take a housetime of use and abuse.

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INSULATED FRAME
Frame section of window is constructed with unique two-piece design, each separated from other. This break in thermal conductivity creates true insulation, provides protection against condensation.



DOUBLE GLAZING
The remarkable built-in double glazing is the economical, practical way to create window insulating efficiency. Simple to replace and reglaze with regular single or double strength glass.



FIBERGLAS* SCREENS
Fiberglas*Screens on Textron Metals windows withstand all kinds of wear and tear, stress and strain . . . always snap back from severest impact without a wrinkle.

*T-M. (Reg. U.S. Pat. Off.) O-C.F. CORP.

U BUILD VALUE INTO YOUR HOMES . . . *for less money!*

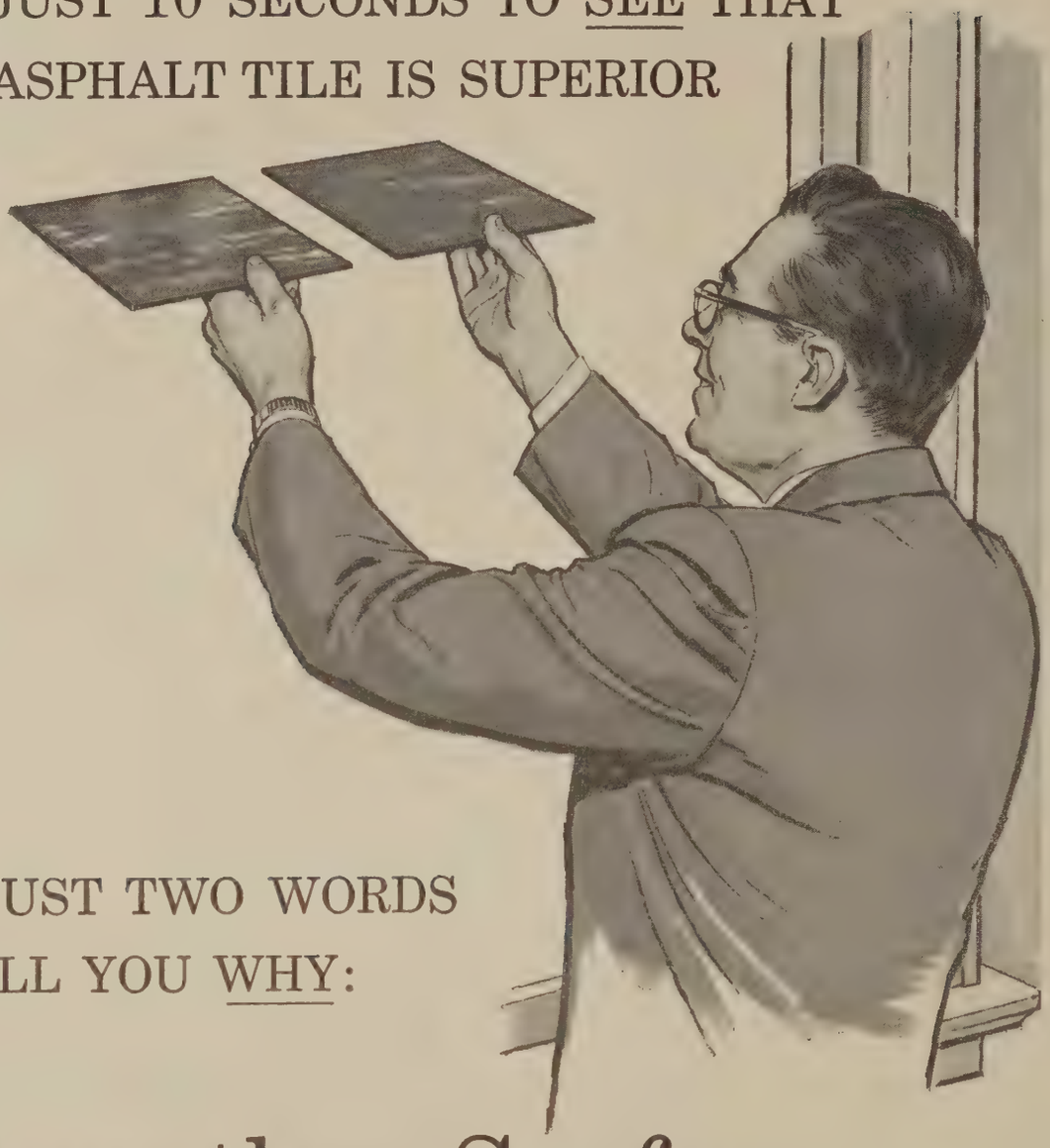
. . . Textron Metals offers you the most com- combination of features ever found in one ow. Textron Metals windows are made of tenance free, lifetime aluminum. Modern home rs know and like aluminum windows. They'll specially pleased to find that Textron Metals ows give the insulation benefits of less noise, greater weather protection and the built-in *double-glazing* feature that eliminates the need of expenditures and bother of storm panels. Write for the new 1958 Catalogue: Textron Metals Company, Window Division, Girard, Ohio. Write Owens-Corning Fiberglas Corporation, Dept. 67G, Toledo 1, Ohio, for complete details on Comfort-Conditioned Homes.

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For a simple but convincing demonstration that all asphalt tile is *not* alike, try this: Hold any new KENTILE Asphalt Tile and *any other* asphalt tile up to strong natural light. Compare the surfaces.

You see at a glance that the KENTILE surface is much smoother. That's why KENTILE Asphalt Tile collects and holds less dirt; is easier to clean; retains its beauty; wins and keeps client satisfaction.

KENTILE does it with a recently installed *special calendering process.* This process is also used in making KENTILE Vinyl Asbestos Tile smoother than any other make. Make a note now to remind yourself of this important difference the next time you specify flooring of asphalt tile or vinyl asbestos tile.

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Roundup

Congress considers repealing FHA, VA interest tie-in

A move to repeal the tie-in between FHA and VA interest rates is underway in Congress. Capitol Hill observers give it a better than 50-50 chance of becoming part of the 1958 omnibus housing law.

The anti-recession Housing Act, passed in April, requires that VA interest be at least ½% lower than FHA's rate. Since VA 4¾% loans continue to sell at discounts up to six points (equal to a *real* interest rate of 5½%), FHA hesitates to cut its 5¼% interest rate lest it disrupt the reviving VA market. But a bill just introduced by Rep Olin Teague (D, Tex), chairman of the House veterans committee, would end this straitjacket on FHA rates. His bill would also force builders to put deposits on VA homes in escrow. The committee says it has been hearing complaints from veterans that they are having too much trouble getting their money back from builders who don't build the houses or go bankrupt during construction.

Other provisions of the omnibus housing law, as it emerged from the Senate banking committee, add up to a mixture of good and bad news for private housing (see p 46). Biggest worry for private enterprise is a major rewrite of public housing rules that PHA contends will usurp the middle income market.

Mortgage market reaches the crossroads

Where is the mortgage market going from here? Mortgage men don't agree. (see p 53). Some believe the price of mortgage money is flattening out. Says one: "Banks are perfectly content to take a steady flow of business and not jump to Fanny May. They won't pay the premium price to do it." (Fanny May is now asking 101 for FHA 5¼% mortgages—what few it has for sale). Other mortgage men look for continued easing, predict lenders will get hungrier for loans as the summer goes on. One indication: the normal ½ to 1 point difference between immediate and futures prices is gone. Lenders can't get immediates. Starts were too low this winter.

FHA expands its Certified Agency Program again

For the second time in three months, FHA has extended the area covered by its experimental Certified Agency Program—the program under which it farms out appraisal, inspection and credit check on buyers to local lenders, realtors, builders and lumber dealers (Dec, News). Companies that have qualified to use it report CAP speeds up processing of FHA applications so much they can compete with local S&Ls for the cream of the market.

CAP was originally aimed at small towns. And in the seven FHA field office areas just added to the program, big cities are excluded. The additions: Tampa, except for Tampa, Clearwater, St. Petersburg and Orlando; Memphis, except for Memphis; Richmond, Va. except for Richmond, Norfolk and Roanoke; Minnesota, except Minneapolis and St. Paul; Seattle except for Seattle and Tacoma; Lubbock, Tex. except for Lubbock, Amarillo and El Paso.

US threatens to tax cooperative advertising funds

Appliance manufacturers are squirming under the threat of an Internal Revenue proposal which may well hurt well-established co-operative advertising arrangements between producers and dealers or builders. IRS, reversing a long standing policy, now proposes to levy the 10% durable goods excise tax on that part of a producer's prices which have been earmarked for cooperative local advertising. These usually equal rebates of about 2.5%. Producers, led by the Natl Assn of Manufacturers, are fighting the proposal—but have only faint hope of licking it.

New York builders attack waste in school building

New York state home builders, who successfully lobbied the first 90% conventional loan law in the US through their state legislature (May, News), have set an ambitious new legislative goal: more state aid for community facilities to take the burden off both the builder and the home buyer. They want new schools paid for by income tax instead of property taxes. Builders are attacking school plans as wasteful. "Millions are being poured into school construction to create monuments for pompous school boards," says Victor A Sullivan, first vice president. Builders will also fight to keep new homes off tax rolls until they are occupied. They want the state to undertake county-wide engineering studies on water, sewage and drainage problems. They want a state program of fire and police department consolidation plus combination of other overlapping duties among neighboring towns.

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This Month's News

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URBAN RENEWAL:

How to sell used homes on no-down FHA terms

Smart builders, realtors tap almost unknown Sec 221 to get 40 year, 100% loans. The secret: 20% of the mortgage loan must be spent for rehabilitation

A few smart realtors and builders have begun to work a neglected FHA goldmine.

FHA's four-year-old Sec 221 program, a vehicle to put urban renewal displacees in cheap housing, has turned out to be a flop for new homes despite 40-year, no down payment loans. With a few notable exceptions, even when they are built most displacees don't want them.

But realtors and builders in a dozen or more cities are starting to cash in on 221 to sell used homes—on the same fabulously easy terms. They are also assured of a Fanny May takeout at par under its controversial special assistance program.

An existing house may be sold on the same easy terms to a non-displacee *if* the builder or realtor has spent 20% of the mortgage loan on rehabilitation and has not been able to sell it to a displacee after 60 days.* If the home has *not* been rehabilitated, then 221 terms can be used *only* if it is sold to a displacee.

The dawning truth is that existing houses make better sense for renewal's displacees because they have two big advantages over new homes:

1. *Cost.* In nearly every northern city land and construction costs are too high to build good housing to sell below Sec 221's $9,000 limit ($10,000 in officially designated high cost areas). But such cities have thousands of sound older homes priced at $10,000 or less.

2. *Location.* Local housing officials have found that most slum displacees, white and Negro alike, prefer to stay near their old neighborhoods—whether they rent or buy a home. Few are willing to move miles away to get a cheap new house.

As a program for existing houses, Sec 221 was largely overlooked for the first two years of its existence. The popular concept, nurtured by labor lobbyists and public housers, was that Sec 221 was only for new housing. Some district FHA directors, say realtors who have struggled with the program, even refused to consider applications for existing units, thus revealing the shocking truth that they had not read the law or the regulations. (Where builders and realtors complained, Washington brass pointed out the facts to local FHA offices.)

Official figures disclose how little Sec 221 has accomplished so far as a program to put displaced slum families into new homes. As of March 31, construction had started on only 2,304 units of 71,332 HHFA has certified as "urgently needed." And commitments were outstanding for only another 5,394 units.

Equally revealing is the fact that there is almost no bulge of applications above already issued commitments. FHA has received applications to insure only 6,636 new units of the 71,332 quota; leaving a total of only 1,242 applications pending.

How it works

Some realtors have already had notable success selling rehabilitated homes to displacees. In Columbus, Ohio, where one builder of new 221s has sold only six of 94 homes to displaced families, Realtor John F Havens has sold 100 rehabs—all to displacees.

"It's one of the best things that has come out of FHA," claims Havens, who at 31 is also co-chairman of NAREB's rehab-boosting Build America Better Council. "When we get a house listed for under $10,000 we submit it to FHA. If it passes it's usually an easy sale [under 221]."

Havens has a slide talk which he has made in several cities to demonstrate to other brokers how 221 works. Now, he is talking with Columbus FHA officials about rehabilitating rental units under 221: "We can remodel and rent existing apartments and offer a three bedroom apartment for $50 a month," he says. "We could provide 500 apartments in Columbus in a year." His firm would be satisfied with only the remodeling and management fees as profit. (The law now limits 221 rental loans to non-profit groups, although Congress is considering broadening it —see p 47.)

Little market for new units

More and more officials and builders are concluding there is only a small new house market in most cities from displaced families.

One reason: families displaced from urban renewal projects are generally poor. Many cannot afford even a $9,000 home. In Savannah, W Horace Stillwell, executive director of the local housing authority, questions builders' claims that 221 is a bonanza. He estimates only 10 to 20% of displacees can afford new 221 houses with monthly payments averaging $55. He insists the real need there is units with monthly carrying charges of $15 to $35 a month.

Builder Irwin Holtzman, the only builder of 221 units in Detroit proper, wishes he had never got into it. He has started 50 houses, sold only 12 to displacees. "The program has been a disappointment. If the price were $5,200 instead of $9,200 we estimate it would mean very few more sales," he complains.

Holtzman made his own check of families dislocated by slum clearance in Detroit, concluded that 90% are getting some type of public relief.

In Washington, DC relocation officials are getting three or four times as many applications from displaced families asking for rental as for sales housing.

For families displaced by expressway construction the story is different. Many are not poor, do not need no-down payment deals and can afford something better than a $10,000 house. They shun 221.

The location factor works against the new house. Holtzman, whose tract is 6 to 10 mi from major redevelopment areas of Detroit, insists 221 housing should be much closer.

Filter-up at work

W C Loyd of Atlanta's Mangham Construction Co estimates only 10% of displacees will wind up in new 221 units. "Most of the new housing will go to people now living in older homes," he predicts. "But the displacees will better themselves. They will go into existing older homes as these occupants take the 221 homes. Displacees are the type who work again on Monday only because all their money is gone."

Summing things up, Knox Banner, executive director of the Little Rock Housing Authority and past president (1957) of NAHRO, declares: "The record indicates that some families, no matter how much assistance they receive, are not prepared to move into standard housing, that they must become accustomed in gradual stages to an acceptable environment."

*FHA's rule is that the 221 mortgage cannot exceed five times the cost of rehabilitation—which works out to about the same thing. Realtors or builders, as usual, are only eligible for 85% loans in their own name, but can convert to 100% owner-occupant loans when the house is sold.

Hugh-Stovall-Atlanta Journal-Constitution



ATLANTA 221s were built by Harvey Reeves to house families displaced by expressway construction. Priced at $9,000, each home has 1,000 sq ft of living area, asbestos siding, with 70x165' lot.

Costs are a big handicap to new construction under 221—cost limitations on the units themselves and the cost of land on which to build them.

Present price limit of $9,000 is an attainable mark for new homes in the low-pay South. But it is much too low for anything but a comparative shack in most of the high cost areas of the North (even with the extra $1,000 high cost allowance).

The pending Senate housing bill (see p 47) would raise price limits to $10,000 and $12,000. Some builders think this would help 221 in the North. But many more think even $12,000 is too low for cities like Chicago and Cleveland with notoriously high costs.

Another complication: even if the price is held down, there is evidence in some high cost areas that the resulting house is so skimpy as to be nearly unsalable, even to displacees. In Milwaukee, where only 27 of 2,068 displaced families have bought 221 homes, one man who didn't, explained: "I didn't want any of the junk that's available for $10,000." Other families agreed with him.

If few slum dwellers are rich enough to buy $10,000 homes, even fewer can afford $12,000 homes.

Site problems

If it's impossible to find 221 sites near the demolished slums in most cities, it is seldom much easier to find them in the sparsely settled fringes of town.

Fringe and suburban residents fear (accurately) that 221 will bring lower class or Negro families.

The law now makes a city get approval from the affected suburban government if it wants to relocate families in 221 units outside its own borders. Urban Renewal Coordinator Sol Ackerman of Milwaukee reports bitterly: "We asked our suburbs if they wanted to take some of our displacees. Most of them never even answered our letter." The Senate housing bill would make it unnecessary for suburban communities also to have their own HHFA-approved workable programs. But suburbs would still have to agree to let 221s be built inside their borders before any could be started.

In Columbus, where 221 has scored its biggest success, Builder Ernest Fritsche planned 68 units on the west side, quickly got threatening phone calls accusing him of moving Negroes into a white area. One caller told him his model house would be torn down if built. "I decided life is too short," sighs Fritsche. "I'm just not looking for a fight." He gave up his plans.

In Atlanta, homeowners in fringe areas put pressure on the board of aldermen to rezone land which had been scheduled for 221s. The new zoning requires 1,000 sq ft of floor space and 70′ wide lots—a tough hurdle even though Atlanta has won designation as a high cost area.

They do sell

Where 221s are being built, they are also being sold, but only in a few cases to more displacees than other families. The two main exceptions: Ypsilanti, Mich. and Norfolk.

In Norfolk, Builder Bill Witt has sold nearly 600 homes via 221, nearly all to displacees. He has also cut up some Lanham Act housing, rehabilitated it into single family dwellings.

continued on p 57

HOUSING MARKET:

Private starts, fueled by easier money, rebound to million-a-year

By the middle of this month, the experts think they'll be able to foresee pretty accurately just how strong the upsurge in housing will turn out this year.

Right now, there's a lot of disagreement. Private starts jumped back over the million-a-year mark in May and FHA and VA applications continued their upsurge (graphs, below). FHA's 34,558 applications for one- to four-family homes were the second highest May on record.

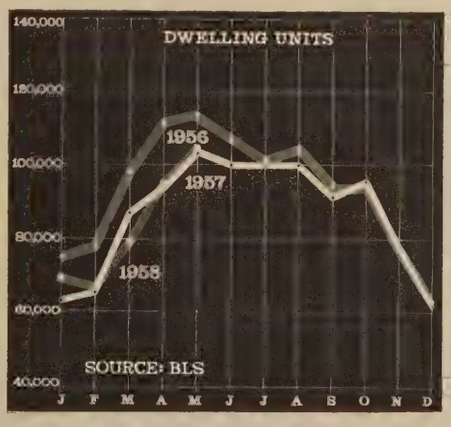
HHFAdministrator Cole calls this "very definite and highly encouraging evidence that a major upturn in home building is under way." President George C Johnson of Brooklyn's big Dime Savings Bank—an optimist but not a man given to brash pronouncements—says: "We are confident the 'turn' has come in the local [i.e. Long Island] housing market."

But a top housing expert in Washington cautions: "This is no Sputnik-charged takeoff. The figures are good, but nothing to go wild about. Last year was the first time in years we had a month below 1 million [annual rate of private starts]. So May gets us back up again." NAHB President Nels Severin says cautiously: "I am convinced this year will be a good year . . . Sales of well designed, well located, moderately priced housing are accelerating." Economist Walter E Hoadley, Jr, treasurer of Armstrong Cork, analyzes the picture this way: "With arrival of spring, there has been a small seasonal upturn in building."

Biggest question is whether housing sales—even sensitive to consumer confidence—can go up very far before the recession ends.

Builders don't think so, despite some bullish predictions to the contrary from men in high places. The outlook for the US economy is improving but some dreary going still lies ahead. For instance, unemployment is dropping, but it may get worse in the durable goods industries. Business plans for capital plant outlays have been cut back more than statisticians had figured. Says Armstrong's Hoadley: "The question now is not when will the bottom be reached [it's here], but when will the upturn come? I do not see evidence of a quick upturn."

Easy Fanny May money is giving low priced homes a big push in the South and Southwest. But in many cities, mortgage men report the $15,000 to $18,000 market is the "best seller." . . . The continuing surge in rental construction is swelling vacancies in older apartments, particularly, says NAREB, in units "of makeshift origin or located in poorly maintained neighborhoods." In Detroit and New York, want ads are again offering up to three months free rent. NEWS *continued on p 45*



HOUSING STARTS are slightly ahead of last year's mark for the first five months (413,000 vs 412,500). And the trend is up. May starts totaled 105,000 (98,000 private, 7,000 public)—2% ahead of May 1957. The 98,000 private starts were the highest since August 1956. They project to a seasonally adjusted annual rate of 1,010,000. This helps pull up the seasonally adjusted annual rate for the first five months, which at 955,000 units still lags an eyelash behind last year's 957,000.

Biggest comeback is in FHA and VA starts. Their combined total through May is only 3.6% below last year's. In May, FHA starts spurted to 25,469, a 71% gain from May a year ago.



FHA AND VA APPLICATIONS so far this year are 21% ahead of the first five months of 1957. But the combined total still lags 32% behind 1956 and 57% behind booming 1955.

Yet the trend is strongly up. FHA applications on new units jumped to 44,347 in May (34,558 homes, 9,879 projects)—18% gain from April. Applications on new homes alone were the second highest May on record. The 55,449 applications on existing units (all small homes) set an all-time high.

VA appraisal requests on new units reached an encouraging 29,170 in May—up 17.6% from April. This is the highest level since October 1956 and 75% above May 1957.



ULTRA-SMART AIR-CONDITIONED CO-OPERATIVE OFFERS LUXURY KELVINATOR KITCHEN...

River House, Bronxville, N. Y. . . . the ultimate in gracious living. Builders of this fabulous, 52-family co-operative are John A. Severino and Manlio S. Severino. The architect is Joseph S. Riggio.

1958 KELVINATOR DREAM KITCHEN! The beautiful, spacious, all-electric Kelvinator kitchen contains the incomparable FOODARAMA, with its huge refrigerator and separate upright home freezer in one glamorous cabinet. Plus Kelvinator's built-in dishwasher, electric cooking top and built-in double ovens for the last word in convenience. Plus Kelvinator's distinctive steel base and wall cabinets, durable as they are attractive, and with a range of colors to match the appliances.



River House

72 PONDFIELD ROAD WEST • BRONXVILLE, NEW YORK • DEerfield 7-5113-5114

May 20, 1958

Mr. E. J. Foley
Kelvinator Division
American Motors Sales Corp.
16 W. 61st Street
New York 23, N. Y.

Dear Sir:

As our new River House is one of the most luxurious co-operatives ever designed, naturally, only the ultimate in air conditioning and the finest, up-to-date appointments would be in keeping with it.

Therefore, I want you to know how pleased I am with your Weather-Twins heating-cooling unit, and with your kitchen cabinets and all the beautiful Kelvinator appliances used in our kitchens. Your 16-cubic-foot Foodarama is the focal point of the room, and the perfect symbol of gracious living that we want our apartment owners to have.

Your Weather-Twins lend an air of distinction, with its beautiful cabinet that combines both heating and cooling in one unit. In addition, this well-engineered unit furnishes the ideal climate control owners of luxury apartments expect.

Yours truly,

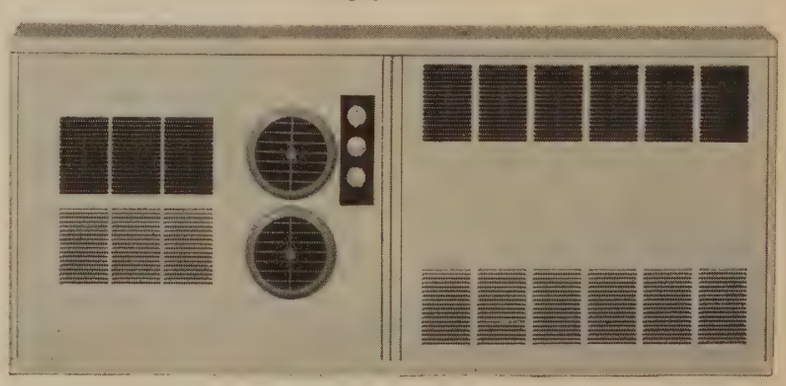
John A. Severino
President

JAS:hk

plus KELVINATOR-EMBASSY WEATHER-TWINS*!

Here's proof, from Mr. John A. Severino, that handsome Weather-Twins give builders inconspicuous heating and cooling in one beautiful, integral engineered cabinet that ends the eyesore of separate units. Advanced climate control, with Kelvinator's full directional cooling . . . and ideal, silent, healthful Embassy convector heating without drafts is available for far less installation and maintenance costs than centralized air conditioning.

*Weather-Twins . . . Heating by Embassy Steel Products, Inc., 890 Stanley Ave., Brooklyn 8, N.Y. . . . Air Conditioning by Kelvinator.



Mr. John A. Severino's above letter to Kelvinator tells why, as a builder, he chose a complete Kelvinator kitchen for his luxurious co-operative, and Weather-Twins, the modern climate control.

Kelvinator

For complete details write **KELVINATOR DIVISION**
14250 Plymouth Road, Detroit 32, Michigan

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Low cost home sales spark big upturn in prefab production

Prefabbers are having a major upsurge in business.

A HOUSE & HOME survey of 11 major home manufacturers shows second quarter sales soaring anywhere from 10 to 50% above the second quarter of 1957. All expect the second half of the year to be even better.

Pat Harness, executive vice president of the Home Manufacturers Assn, calls second quarter sales "fabulous." Most companies report their biggest gains in low-priced homes —an apparent result of Fanny May's $1 billion of par money (i.e. Treasury-subsidized) for FHA and VA loans from $13,500 down.

National Homes, biggest in the business, reports 5,500 homes sold ahead, equal to 32% of the firm's 1957 output. It cancelled

Another HOUSE & HOME exclusive

a usual week-long factory shutdown for inventory. "Sales are continuing strong in all markets," reports Chairman James R. Price. "Our production in the second quarter will be at least 35% over the same period of 1957." Reflecting this, National's "A" common stock rebounded from a winter low of 16¾ to 26¾ asked by mid-June.

Price expects National to produce 2,900 units in July, which would make it the biggest month in the company's history. National's best seller: its low cost Fairlane model (June, News).

Other company reports:

Pease Woodwork: "Experiencing fine upsurge in business . . . $13,000 to $15,000 price range leads the pack. Second half of 1958 . . . will be 50% ahead of second half 1957, 110% ahead of first half 1958."—*John W Pease, pres.*

Lumber Fabricators: "Quarter ended May 31 double same period last year . . . We forecast 1958 will be 60% ahead of 1957 in dollar and unit sales. Hoping for 2,000 house year."—*Albert P Hildebrandt, pres.*

W G Best Homes: "First half of '58 doubled that of same period in '57 in units and dollar volume with expectations of a continued climb in sales."—*W G Best, pres.*

Place Homes: "Anticipate generally stronger condition of sales from now until end of year. We will produce approximately 400 houses in the last six months of 1958. Unit sales for first six months is slightly ahead of 1957. So is dollar volume."—*E E Wood, vice pres, sales.*

Thyer Manufacturing: "Outlook for current year is very good. Second half of 1958 should be up 50% over second half of 1957. Sales for year should exceed 1957 by 25% in dollar volume, 35% in unit volume."

Harnischfeger Homes: "Second half will be considerably better than last year. Field sales are running 35 to 50% ahead of last year. We have a 30 to 60 day backlog of orders."—*Fred Samerdyke, pres.*

Scholz Homes: "Shipping and production are up about 25% so far. Our sales volume is 41% higher than last year (about $9.5 million, 2,600 homes), with a 53% increase in units. Houses from $17,000 to $21,000 seem to be moving best."—*Bernard Perry, vice pres and Lawrence Kilmer, sales mgr.*

Inland Homes: "Have hopes for an excellent second half, primarily in low cost homes. But first half sales estimated around 500 houses, probably a little less, compared to 631 in the first half of 1957."—*Peter R Thompson, sales mgr.*

American Houses: "Dealer orders increasing. Now about 10% above same period last year. Second half . . . may be as high as 30% above second half 1957 and first half 1958. Dollar volume for 1958 expected to be about 20% above 1957, units 25% higher." —*John C Pollock.*

Presidential Homes: "Enjoying great upsurge in orders. Higher priced home sales up 50%, lower priced down 20%. Outlook for second half, better by 20% dollarwise."—*R L Duffield, pres.*

MARKET BRIEFS

Sunday selling (cont)

In New Jersey, the legislature has banned Sunday selling of clothing, furniture, appliances and building supplies—but not real estate. The law exempts three Jersey shore counties.

But in West Orange, N J the city council has prohibited real estate sales as well, despite opposition of home builders. There are 20 tracts in the city.

In Tennessee, Memphis Builder Louis Weeks Jr, who sells in the $15,000 to $27,500 range, has decided to keep his models closed on Sundays. Weeks tried a Sunday shutdown for four months. "I found it has not cut down my volume in the least," he says. There are no indications other builders will follow.

But in Nebraska, the Omaha Real Estate Board has repealed a Sunday selling ban after a two-month trial. The vote was 50 to 20. The ban had never been 100% effective because tract builders, with their own sales staffs, stayed open.

Faster to the suburbs

Philadelphia is working out a cheaper way to provide good commuter service to the fast growing south Jersey suburbs.

The proposal calls for running publicly-owned rapid transit trains over the existing tracks of the Pennsylvania, Reading and Seaboard railroads. Estimated cost, including ultra-modern stainless steel trains: about $25 million, compared with $242 million for a completely new rapid transit system paralleling the existing railroad tracks.

The idea of running publicly-owned transit over private railroad lines is not new. It has been suggested in Chicago, which has more railroad lines radiating out from the loop than any other city but has good commuter service on only two of them. It has also been suggested for the San Francisco region. But it has never gone beyond the talking stage.

One transportation expert, Professor Stanley Berge of Northwestern, warns that such coordination of facilities offers the only practical hope of providing adequate commuter service for booming suburbs.

Giveaways (cont)

The $1 million giveaway promotion of Chicago Builder Philip M Klutznick and Nathan Manilow (May, News) may have helped sell houses—but it has also brought angry protests from fellow builders.

Reason: builders contend such promotions lead the public to think home prices are coming down—so don't buy now.

Klutznick and Manilow, turning over building at their big Park Forest development to a group of employes, were offering $1,000 to each family buying a home in their final section. They hoped to sell 1,000 homes by June 30 when the offer ended. They had sold 263 by June 16.

Cries Martin S Braun, president of Chicago home builders: "There aren't those kind of profits in building. So what is the answer? Simply, the value isn't there. Fortunately, this has not proven an effective means of selling houses. The public . . . will not be deluded. We hope this devious way of doing business is not carried further, either locally or nationally."

The Park Forest promotion struck one snag at FHA. Ads said the $21,000 house could be bought for $2,200 down, with FHA financing available. FHA had appraised this house at $21,000, but trimmed this by $1,000 when the giveaway plan was announced. "FHA does not recognize the giveaway as part of the value," explains FHA Director James C Moreland. Thus Park Forest buyers had to put up a $3,200 down payment on the $21,000 house (and no part of the $1,000 gift can be used to help make this payment.) In effect, what Park Forest buyers actually get is not $1,000 more in cash but a mortgage smaller by $1,000.

Three other Chicago builders tried the cash giveaway gimmick after Park Forest's early success in April—but they quickly gave it up. F&S Construction Co (Sam and Jack Hoffman) have developed their own variation, are running full page ads proclaiming a $22,000-quality home for $16,950.

In Cleveland, Builder Jack Goldberg is giving his buyers $500—says he has not increased the price of his $19,900-$23,500 homes to cover the cash gift.

Builders in many other cities are offering premiums to spur sales. A survey by the Natl Assn of Real Estate Editors shows one Newark builder gives buyers a Volkswagen; Detroit builder offers a free butler for weekend; a St. Louis builder gives a free vacation trip for two in Miami Beach.

New idea to finance research

The research-minded president of Canada's Natl House Builders Assn has come up with a bold idea to get more money for housing research. And there is a good chance his plan may win approval by Parliament.

Maurice Joubert, who was elected by the builders last January after being a builder only five years, suggests a compulsory $5 fee on each new mortgage. This would be collected by Central Mortgage and Housing Corp (Canada's HHFA, FHA & FNMA rolled into one) and turned over to NHBA for research. It would produce an impressive $250,000 a year if the fee was charged on NHA mortgages only, almost twice that amount if a way can be worked out to collect on conventional mortgages too.

Joubert has discussed his plan with CMHC President Stewart Bates and others. They liked the idea, say builders. Now Joubert is working out details. *NEWS continued on p 46*

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HOUSING POLICY:

What you can expect in the next housing act

Changes in FHA programs would open big new markets for builders but Senate bill would create real threat to private building in public housing revamp

Now that the 1958 omnibus housing bill has emerged from Senate committee, you can begin to get a picture of what's likely to be in the final law this year.

It is a tricky mixture of good and bad news for private enterprise. One veteran Washington observer calls it "the worst housing bill I've ever seen." But Sen Homer Capehart (R, Ind), Congress' senior Republican on housing matters, insists it is "90% a good bill."

The bad news lies chiefly in 1) a massive overhaul of public housing which Capehart and others charge will pour a multi-million dollar "windfall" into the hands of local housing authorities, 2) new and expensive moves to add paternalistic welfare functions to urban renewal and 3) more loans at giveaway interest rates for more kinds of college housing.

The good news involves nearly a dozen semi-technical amendments that should make FHA programs work better, thus opening up big new markets for smart builders and realtors. FHA's maximum insurable mortgage would be boosted from $20,000 to $22,500 for one-family homes. The ceiling on FHA and VA mortgages Fanny May can buy would rise from $15,000 to $20,000. A vital trade-in amendment would make builders eligible for the same high ratio FHA mortgage as owner-occupants on homes they take in trade under Sec 203. Rental housing and co-operatives would get higher mortgage limits under FHA. FHA Sec 221 relocation housing would get much higher cost limits, which should make it work better.

Don't count on President Eisenhower to veto the legislation because of features he won't like—chiefly the revamp of public housing.

Chances of stopping the wholesale rewrite of public housing principles lie largely in the House, although the plan squeaked through the Senate banking committee by an 8-7 vote and Capehart planned to make a floor fight to upset it. The House is traditionally cool to public housing. And the House rules committee, through which all legislation must pass, has often bottled up housing bills a long time if they include a big boost for public housing.

Don't count the US Savings & Loan League's controversial plan to have a new federal corporation co-insure the top 25% of otherwise conventional 90% loans as dead forever.

S&L men were stunned when the Senate banking committee sent the plan back to Sen John Sparkman's housing subcommittee for more study. They had figured the subcommittee was the major Congressional hurdle. But insurance companies and mortgage men, with strong support from the Administration, bombarded committeemen with protests. Says Sparkman: "The [banking] committee was generally in favor of the idea, but thought in view of the problems they should not report it." Says Capehart (who comes from a state where S&Ls are politically powerful): "It will definitely come up again." But probably not this session.

Plans for revamping public housing include changes which PHA Commissioner Slusser warns will "preempt middle income housing that properly belongs to private enterprise."

The long range danger in this—as in other middle income housing schemes—is their potential effect on consumers. The danger is that such programs will subsidize homes for much the same group of people who now buy FHA homes, which pay full taxes and unsubsidized interest rates. If so, middle income housing programs will create a permanent housing shortage and problem by encouraging middle income consumers *not* to buy in the private market, but rather to wait until the government offers housing made cheap by interest subsidy or some other means. This group of consumers can afford to wait, because it is not living, by and large, in substandard quarters.

How Sen Capehart stymied efforts to hold FHA hostage for public housing

FHA ran out of insuring authority last month, stopped issuing commitments for a week before Congress at last voted it $4 billion more authorization to stay in business.

By acting in a separate resolution, Congress deprived public housers of their traditional hostage in overall housing legislation. Friends of public housing for years have traded acceptance of their program as the price of agreeing to continue FHA.

The victory for private housing took some fast footwork by HHFA and FHA, plus a give-'em-hell speech on the Senate floor by

Walter Bennett



SENATOR CAPEHART
"The world ought to know . . . "

Sen Homer Capehart (R, Ind), GOP leader in housing.

On May 12, HHFAdministrator Albert M Cole warned the Senate housing subcommittee that FHA applications were piling up so fast that the agency would exhaust its insuring authority in June. At the same time, he upped the Administration's request for more insuring authority from $3 to $4 billion, for the next fiscal year. Capehart and Committee Chairman John Sparkman co-sponsored a resolution to give FHA more authority.

Ten days later, FHA let out word it was running out of insuring authority even faster than Cole had forecast. Now, it would have to stop issuing commitments in a week.

The Senate committee moved into action. As usual, Democrats tried to cut the amount to just enough to keep FHA going until the probable date when the omnibus housing bill would pass, thus retaining a trading point for building through other ideas conservative housers oppose. But, surprisingly, the move to cut FHA's new authorization from $4 to $1 billion lost by an 8-7 subcommittee vote when conservative Willis Robertson (D, Va) defected (June, News). About the same time, the same battle was fought in the House banking committee, with opposite results. It voted 12-11 to give FHA only $1 billion more.

On May 27, FHA finally ran out of insuring authority, wired its 74 field offices to

continued on p 49

1958 HOUSING BILL—AT A GLANCE *(Senate banking committee version)*

(Facts appear in Roman type, interpretation in *italics.*)

It makes these important changes which private industry and/or the Administration generally support:

FHA mortgage ceiling, Sec 203

Goes up from $20,000 to $22,500 for one-family homes, from $20,000 to $25,000 for two-family units, from $27,500 to $30,000 for three-family units. *This will help FHA keep pace with rising construction costs (up 300% since the original $16,000 ceiling was set in 1934) but falls far short of the Administration's request for a $30,000 ceiling on single-family homes.*

FHA Title I repair loans

Extends the program another year from its expiration in 1959 to Sept 30, 1960. *This is noncontroversial and even lumber dealers, biggest boosters for repair loans, won't care if extension is postponed.*

FHA trade-ins

Lets builders get the same high ratio loans as owner occupants under Sec 203 (b) if they put 15% of the mortgage in escrow for 18 months or until property is sold. Present law limits builders to 85% of mortgage available to owners. *The plan, strongly backed by NAHB, would give trading a big boost, would also eliminate costly duplication of financing costs.*

FHA rental housing Sec 207

Boosts mortgage limits:

	PRESENT LAW		PROPOSED BILL	
	Per room	*Per unit if under 4 rooms*	*Per room*	*Per unit if under 4 rooms*
Garden type	$2,250	$8,100	$2,500	$9,000
Elevator type	2,700	8,400	3,000	9,400
Increase for high cost areas	1,000	....	1,250	....

In most big cities where rental housing counts, this would hike the mortgage ceiling on garden apartments from $3,250 to $3,750 per room, on elevator apartments from $3,700 to $4,250 per room. *Coupled with FHA's new easing of its room count rules (May, News), this promises a big boost in rental building.* Mortgage limits for trailer courts go up from $1,000 to $1,500 per space and from $300,000 to $500,000 per court.

FHA co-ops, Sec 213

Again get terms as good as Sec 203 sale houses. Maximum loan ratio goes from 90% of replacement cost (95% if half of cooperators are veterans) to 97% replacement cost. Dollar limits rise to equal the proposed Sec 207. Makes community (but not commercial) facilities eligible for inclusion in mortgages on builder-sponsor projects.

Relocation housing, FHA Sec 221

Boosts mortgage limits for new or rehabilitated sales housing from $9,000 to $10,000 everywhere and from $10,000 to $12,000 in designated high-cost areas. Makes the entire market area of a city with an urban renewal workable program eligible for 221 housing (instead of just the city proper). Makes two-, three- and four-family units eligible for the first time. *Builders support these changes, which will give private enterprise a much better shot at housing renewal displacees, particularly in fixup homes—see p 42.* Broadens rental housing under 221 in two ways: **1**—Nonprofit corporations remain eligible for 100% loans, but these switch from value to cost basis (for new units). *This would be a spectacular windfall scheme if profit-sharing firms were involved. Practical effect should be to sweeten the kitty enough to let badly planned deals go ahead protected by an FHA-insured loan.* **2**—Profit-making firms become eligible for the first time—on the same basis as Sec 220 redevelopment units (i.e., a mortgage equal to estimated replacement cost of actual certified cost, whichever is lower, exclusive of builders' and sponsors' profit and risk).

FHA insurance authorization

Gives FHA $4 billion-a-year more authority to insure mortgages (at no cost to the government) for each of three fiscal years starting July 1, 1960. (Congress has already voted FHA $4 billion more to last until July 1, 1959.) *This should prevent FHA from running out of gas again, as it did in late May.*

FHA Sec 220 (renewal housing)

Gives the same higher dollar limits for multifamily units as Sec 207 rentals (see above). Attempts to equalize equity requirements for builder-sponsors and sponsors who hire builders by excluding some items of cost and allowances. Continues 100% loans based on replacement cost—subject to cost certification.

Fanny May

Boosts the maximum mortgage FNMA can buy from $15,000 to $20,000, in its secondary market program. *The Administration backs this, as do builders. Since Congress has ordered FNMA to buy FHAs and VAs up to $13,500 at par under special assistance, FNMA's secondary market would be left with little to do if its mortgage limit is not upped.* Extends for one year the requirement forcing FNMA to pay par, less fees and charges, for special assistance purchases. Boosts special assistance fund for builder co-op mortgages from $200 to $250 million.

VA

Adds approved mortgagees under FHA's certified agency program to the list of "supervised lenders" entitled to make VA loans without prior VA approval. Regulated institutions like banks and S&Ls already have this privilege. Authorizes direct VA loans a $150 million boost with no time limit on when it must be spent. Gives VA, for the first time, power to suspend builders and mortgagees which FHA has blacklisted. (FHA already has power to suspend people on VA's blacklist.)

Housing the aged

Takes the program out of FHA Sec 207 and creates a new Sec 229. Boosts dollar limits on loans to same new limits as Sec 207. Makes nonprofit corporations eligible for loans up to 100% of replacement cost. Makes other corporations eligible for loans up to 100% of replacement cost exclusive of builders' profit and "subject to regulations and restrictions by FHA on rents, charges, capital structure, rate of return and methods of operation." *This lets profit-seeking firms into the aged housing picture for the first time and offers them the same deal as Sec 220—which they have largely spurned.* Half the living units in each 229 project must be designed for occupancy by elderly people, who must get a priority in renting. Prevailing wage requirements of the Davis-Bacon Act apply to 229 projects, except for work donated free to a nonprofit group. *This would probably exclude home builders from 229 in many open-shop areas; builders have long contended that the Labor Dept, too cozy with unions, makes factual findings on "prevailing wages" which are actually too high.* Makes proprietary nursing homes eligible for 75% loans on new or rehab property. *FHA has opposed this for years. It is in the bill now because the American Medical Assn, fearful over demands in Congress that social security recipients get free hospital care, put fresh steam behind it. AMA hopes this will divert the welfare push to FHA insurance.*

It makes these changes the Administration and/or private industry oppose:

Public housing

Deprives PHA of budget control over local housing authorities, but retains auditing by General Accounting Office. Deprives PHA of present controls over income limits for admission or continued occupancy by giving local authorities full power to define net, as distinguished from gross, incomes. Gives local authorities full power to set rents and urges them to set them "as high as possible" while still meeting low-income needs. Changes the basis of federal subsidy to let local authorities keep one-third of any savings from economical operation and higher rents. Lets families whose incomes rise above maximum for continued occupancy buy their homes on sales contracts, taking advantage of interest rates available via tax free public housing bonds. Lets over-income families continue to live in subsidized units if local authority decides "suitable" private housing is unavailable—but at rents equal to payments under a purchase contract. *(For more details, see p 61).*

Urban renewal

Veers sharply away from the philosophy of the Administration—and the 1954 Housing Act—of helping cities that also help themselves. Disregards, as expected, President Eisenhower's proposal to gradually cut the share of land write-down borne by the US. Authorizes a six-year, $2.1 billion capital grant program vs the six-year, $1.35 billion program Eisenhower seeks. Adds a new section authorizing planning

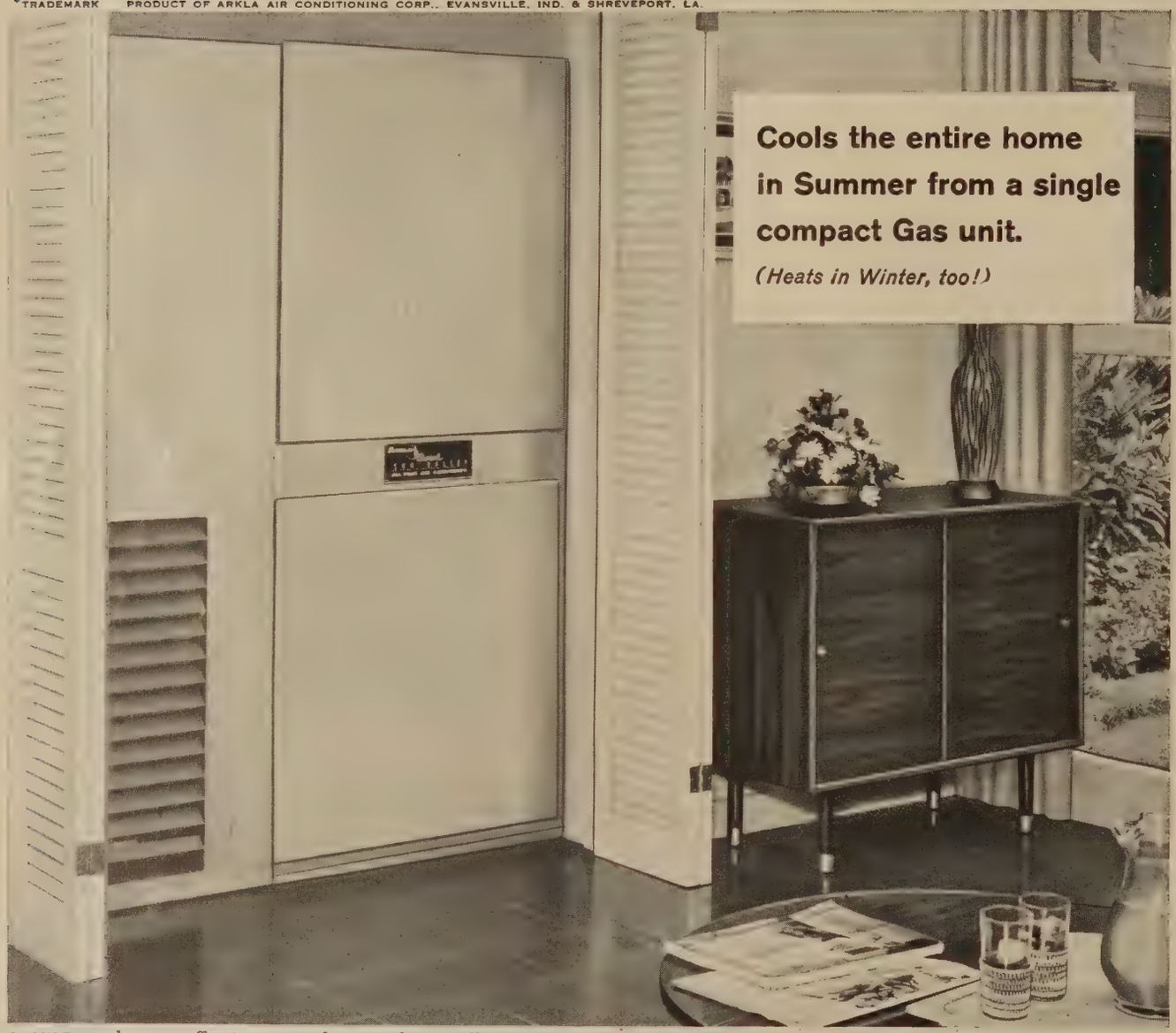
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When they ask to see the Furnace... SHOW THEM ONE THAT'S AN AIR-CONDITIONER, TOO...

SUN VALLEY* *by* ARKLA-SERVEL

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grants for "community renewal programs"—grants which often produce planning never turned into projects and thus waste taxpayers' money. Authorizes relocation payments to displacees uprooted by "any governmental activity" in renewal areas, or as a result of "voluntary repair and rehabilitation"—*another move toward more federal paternalism.* Lets HHFA speed renewal projects by omitting or simplifying requirements for UR plans. Tells HHFA to encourage local public agencies to operate statewide to help small towns with renewal's complexities.

College housing

Continues the present way of fixing interest rates (now 3%) which the Administration complains forces government to lend millions at less than the Treasury's cost of borrowing. *This gravy train is popular with educators, who have a powerful lobby, and nobody in the building industry except mortgage bankers is fighting it aggressively. Yet the program creates some precedent for the US to take over more and more mortgage lending at giveaway rates next time there is a money pinch—e.g. 1960.* Boosts revolving fund for college housing loans by $400 million, from $925 million to $1.325 billion. Puts HHFA into the school-building business by setting up a new $250 million revolving fund for loans to build or repair classrooms, laboratories and "equipment and utilities."

How industry wants tax laws amended to boost housing, fixup, rentals

Congress may give rental housing a boost this year *if* it approves two tax bills. Chances for both of them seem good.

One measure would give passive real estate trusts the same conduit tax treatment now accorded investment trusts. A similar bill was passed two years ago but was vetoed by President Eisenhower (Sept '56, News).

Supporters believe that limiting tax benefits to passive, but not operating, trusts will make the bill acceptable to the Administration this year.

A passive trust does no operating nor building. For example, it could own a rental housing project but would have to lease it to a taxpaying entity to operate. The operating corporation could hold no more than a 10% interest in the trust.

The conduit tax system would let a realty trust pass its earnings along to investors without first paying a 52% corporate tax. NAREB and MBA, most active supporters of this bill, believe it would attract millions of dollars of equity money for rental housing.

Second bill would help rental housing less (some experts discount it entirely) but should be a boost to commercial and industrial construction and appliances like air-conditioning. It is Sen Homer Capehart's proposal to revive the wartime fast tax write-off for depreciation of new capital investment and equipment. For rental housing, it would permit depreciation over 16 years instead of the present 40. One trouble with this, say experts, is that rental profits are too low for it to be much inducement. Moreover, if depreciation gets ahead of mortgage amortization, apartment owners would be taxed on funds put aside to pay off loans. Chances for the measure: fair.

Tax deductible fix-up

Other tax measures pending in Congress which could help—or hinder—home building and real estate:

- A bill by Sen Frank Carlson (R, Kan), would give homeowners a limited income tax deduction for home improvements. Its chances for passage are fair.

The bill would apply to home improvement the same income tax treatment now given medical expenses. Thus a homeowner could deduct any expense which exceeds 3% of his adjusted gross income, but not more than $2,000 a year. The Natl Retail Lumber Dealers Assn is enthusiastic about this bill, predicts it would give rehabilitation of private homes a big shot in the arm.

- Lumber dealers are also back of another measure which would end excise taxes on transportation of property via public carriers. But its chances this year are poor.

The bill would end the 3% excise tax which adds greatly to the cost of all building materials. Because many materials are actually shipped twice—in raw form and later as finished products—the tax works a double hardship.

Threat to S&Ls

- Probably the most adverse tax measure pending in Congress—as far as home building is concerned—is one to tax all amounts added to the reserves of savings & loan associations in excess of 5% of all savings.

The present limit for S&Ls is 12%, a mark so high few S&Ls have ever reached it. The effect has been to free some undistributed profits from taxation—when they are added to reserves.

Commercial banks, which pay the 52% corporate tax on any sums added to reserves over 5% of savings, want equality with S&Ls.

Savings & Loan leaders insist that a 12% loss reserve is justified by the fact that their investments are nearly all in long term home mortgages. Warns the US S&L League: "Any reduction in the allowable reserve or limitation on the deductions for dividends would necessarily affect the association's home financing service." Chances: very poor.

Help for trade-ins

There is little chance Congress will adopt any of these:

- NAHB wants the law changed to let builders defer taxable income up to two years after they get a trade-in home, or on sale of the home —whichever is sooner.
- Another NAHB proposal asks that losses from purchase and sale of Fanny May stock be deductible as ordinary business expenses rather than only as capital losses.
- NAREB wants capital gains resulting from involuntary conversion of real estate (due to an urban renewal project or public construction), treated so taxpayers may reinvest in *any* real estate rather than only in *similar* real estate to get tax exemption or non-recognition of gain.
- Another bill would require the government to file notice of tax liens before they can be valid as against mechanic's liens. Lumber dealers and subcontractors support this measure, contending they have no way of knowing whether there is a federal lien against property they provide materials and services for.

HOUSING THE AGED:

Conference agrees rehab must be the main method

Q. How big is the market home builders can serve housing the elderly?

A. Probably not as big as has been said.

Two comments at the National Housing Center's May 28 conference on aged housing tell the story:

Said Mrs Mary Cleverly, FHA's representative for housing the elderly: "The real need in this country is for living units that can be rented or sold with carrying charges of $40 to $50 a month."

Replied Builder George Seltzer of Cleveland: "When you talk of $40 or $50 a month, you can just forget Cleveland. It's impossible. This great need will never be met by new construction in high cost areas."

What's the answer? Builders, FHA and HHFA brass and other experts dug into the subject for a full day, could not escape this conclusion: rehabilitation of existing units is the only way cheap housing can be provided, in the North, for elderly couples or individuals living on only pension income.

The only alternative: house the elderly in the South where Dr George E Beauchamp, developer of Orange Gardens in Kissimmee, Fla claims: "I can produce 550 sq ft in a duplex to rent for that $40 or $50 a month."

Concluded one builder: "Private builders will just have to concern ourselves with meeting a partial need—for those who can pay $65 a month or more—even $80 or $85 if the unit is air conditioned."

FHA gets $4 billion more insuring authorization

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stop issuing commitments. Its new business was running $800 million a month; its portfolio turnover was only $300 million. With resurgent housing threatened with strangulation if the stoppage continued long, Homer Capehart sounded off in the Senate:

"I am now told we cannot get any action for ten days because certain senators want to tie the proposal into the omnibus housing bill. I think the world ought to know some politics is being played around here, and that while we are about to pass legislation to pay people for not working because they cannot find jobs, at the same time we have had pending since May 20 a joint resolution which . . . would keep people from losing their jobs. There has been delay and further delay to tie it into an omnibus bill which contains public housing provisions and many other things. I presume that the reason is that by tying it in with a lot of other things in a big bill, the senators will know they must vote for the $4 billion additional authority and will have to vote for some undesirable things in the [same] bill."

With the hostage tactic exposed, Democratic leaders threw in the towel. Next day, the Senate voted FHA $4 billion. On June 2, the House sidetracked its own committee resolution, shouted approval of the Senate version. Two days later, President Eisenhower signed it into law.

The pace of FHA housing was apparently undisturbed because FHA kept processing applications during its seven-day shutdown.

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Mr. Builder:

Now you can "insure" your reputation against condensation damage

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Bob Noble, NY Herald-Tribune



BUILDER BILL LEVITT AND MODELS AT HIS LEVITTOWN NO. 3 IN NEW JERSEY

No Negro buyers for Levittown No. 3; policy stirs protests and state probe

Big Builder William J Levitt divulged detailed plans for the nation's third Levittown at a Washington, DC press conference last month.

And in the process he let drop a few remarks about his policy of not selling to Negroes that:

1. Got him more columns of space in some New York newspapers over segregation than over his pacesetting plans for a major satellite city.

2. Touched off a barrage of statements from NAACP and other pro-integrationists denouncing his stand.

3. Led New Jersey's attorney general to announce he will investigate to see if Levitt would be violating the state's law banning racial discrimination in FHA- and VA-aided projects.

4. Led the state Assembly to vote unanimously to warn Levitt "discrimination will not be tolerated."

Schools on the house

At the new, 15,000-home city in New Jersey, 25 min from Philadelphia and midway between Camden and Trenton, Levitt will build all the schools, absorb their cost in house prices ($11,500 to $14,000). This way "tax rates will be much lower than in comparable communities anywhere," he says. "I think all (builders) are going to have to come to this, or else housing is going to be stunted," he adds. "You simply can't have houses without schools."

Even with school costs, Levitt can sell his largest 1,700 sq ft model for $8.20 a sq ft—a price he insists "can't be matched in the country today."

The new Levittown will be smaller than its predecessors—21,000-home Levittown, LI and 17,300-home Levittown, Pa. But Levitt proudly calls it "the best community we'll have built." Each of ten neighborhoods, called residential parks, will be built around its own school, swimming pool and recreation area. Levitt will answer critics of "look-alike" tracts by putting all his models of different size, price and design "right next to each other in the same section." He is throwing in closing costs for $10. Each house will be appliance-equipped. ("I don't think it's cricket to sell a house that can't be lived in.")

Segregation raised its controversial shadow when Levitt was asked to spell out his policy on sales to Negroes. "Our policy on that is unchanged," he replied. "The other two Levittowns are white communities."

Next day, his frankness began drawing brickbats.

"It's shocking . . . that a builder . . . would publicly state such a policy in such direct violation of human rights, state law and FHA regulations," cried President Morris Milgram of Modern Community Developers, just-formed national organization to lend equity money and advise builders of integrated projects. Levitt has "chosen to entrench even more deeply the institution of racial ghettos," charged Natl Community Relations Advisory Council. "Flouting New Jersey law," said Executive Secretary Roy Wilkins of NAACP.

The New Jersey law, signed a year ago, has yet to be tested in court. There are some "debatable items" in it, admits Reginald Johnson, the Urban League's director of housing. New Jersey's State Division Against Discrimination has nine cases pending against builders. "It's about time we held some public hearings," says an official.

'Not applicable'

Brushes with anti-bias groups are nothing new to Levitt. He was unsuccessfully sued (along with FHA & VA) by NAACP in federal district court in Philadelphia in 1955. The charge: refusing to sell to Negroes in Levittown, Pa was unconstitutional. The judge dismissed the case for lack of federal jurisdiction, because less than $3,000 damages was at issue. When Negro William Myers Jr moved into a resale home in Levittown, Pa last August, touching off a nine-day turmoil (Oct '57, News), Levitt maintained discreet disinterest.

Of his position at Levittown, NJ, he says calmly: "The law is neither applicable nor enforceable as far as we are concerned. Our policy is unchanged."

And he is slipping into high gear on production, expects to build 50 homes a week this month, speed up the rate to 100 a week by September. A first school is under construction, to be ready for the first buyers.

SEGREGATION:

VA to push enforcement of NY anti bias law

VA has agreed to help enforce New York state's law against racial discrimination in FHA & VA housing by blacklisting builders who flout it.

FHA has had a parallel pact with the state since 1956. It is the first time VA has made such an agreement.

New York's anti bias law, signed in May 1955, was the first of its kind. Four other states (Massachusetts, Oregon, Washington and New Jersey) now have similar laws, may well ask similar help from VA.

Enforcement of New York's anti bias laws is up to the State Commission Against Discrimination (270 Broadway, NYC 7). Says Commissioner Charles Abrams: "The significance of the agreement reaches beyond curbing discriminatory practices in federally-assisted housing. It may also highlight an emerging policy under which federal agencies will now aid enforcement of state civil rights laws where the state requests it."

How VA will help SCAD is spelled out in a May 27 letter from W J Driver, acting chief benefits director, to VA's New York office:

"When an allegation of discrimination by a builder has been sustained at a public hearing . . . and a cease and desist order issued . . ., SCAD will inform the [VA] regional office."

VA will then "review the facts developed by SCAD. Care must be exercised to ascertain that an eligible veteran seeking to finance a transaction with a VA loan was the subject of the discrimination which was the basis of . . . the cease and desist order . . . If the regional office finds . . . that an eligible veteran was involved . . . VA will refuse future appraisal requests submitted by the builder unless corrective action is taken immediately . . . the letter will . . . advise the builder of his right to a hearing under VA regulation 4361.

"When the discrimination . . . has been discontinued . . . VA will decide whether to terminate or continue its refusal to appraise. The decision will be on the basis of facts available . . . including the detriment or loss suffered by the veteran and the action which has been taken by the builder to remedy or correct this aspect of the matter."

Biggest Builder Tom Lively plans Hawaii development

The day before Levitt announced his plans, Tom Lively, last year the nation's biggest-volume builder, also summoned Washington, DC reporters to announce that his Centex Construction Co will build 6,000 to 10,000 homes on 12,000-acre Kaneohe Ranch near Honolulu, Hawaii. The development will cost more than $100 million. This year, Lively plans to put up 400.

He decided to build in Hawaii—his first venture overseas—because he figures the market is good and today "we've got to be more selective about our markets." Several months ago he began a trial project, built three model homes. Public response was "so enthusiastic" he decided to go ahead with the full development.

Architect Vladimir N Ossipoff has designed 1,350 to 1,400 sq ft three-bedroom, two-bath homes to sell at $19,950 FHA, VA and conventional. They will "utilize native materials and . . . take full advantage of the Hawaiian climate," says Lively.

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MORTGAGE MARKET:

'Poised on a plateau,' some experts say; 'Par prices ahead,' say others

The mortgage market has reached a crossroads and the best brains in the business aren't sure which way it will go.

No one expects discounts of FHAs and VAs to rise. But many contend the market has reached a plateau (June, News). Says Robert M Morgan, vice president of the Boston Five Cents Savings Bank: "I think the market is flattening out, topping off. It isn't as strong as it was six weeks or three months ago."

But many another mortgage banker notes signs of continued shrinkage in discounts—more inquiries from lenders, a slightly higher price for a quick delivery. Predicts William A Clarke, Philadelphia mortgage banker: "By fall or at least by the end of the year I wouldn't be surprised to see 4¾% FHAs and VAs both being traded at par." Clarke observes that many of the biggest insurance companies are still working off heavy commitments in corporate securities, have yet to reenter the mortgage market in a big way.

HOUSE & HOME's exclusive monthly mortgage roundup

FHA prices continue to inch up in seven of the 16 major cities where HOUSE & HOME surveys mortgage activity.

Best quality FHA paper has reached par for the first time in several years in Denver and Los Angeles. Discounts also shrank a little in San Francisco, Detroit, Chicago, Oklahoma City and Jacksonville.

Conventional interest rates dropped in three cities: from 5¼-5¾% to 5-5½% in Detroit; from 5½-5¾% to 5¼-5½% in Jacksonville and from 5½-5¾% to 5¼-5¾% in Houston.

Part of the uncertainty about the market stems from repeated reports from Washington that FHA is seriously considering shaving its maximum interest rate from 5¼ to 5%.

United Press International carried a Sunday story in May quoting FHA Commissioner Norman Mason as saying: "The excess of money will force the FHA ceiling rate down. But when I can't predict."

Big stumbling block to a cut is the Congressionally built-in FHA-VA ½% differential. This would force the VA rate back to 4½% if the FHA went to 5%. But as long as lenders cut the FHA rate voluntarily instead of paying big premiums, expert opinion is that FHA will leave the maximum at 5¼.

Mortgage men predict total disruption of the market if the rate is cut now. "It would create chaos," cries William F Haas, vice president of Newark's Franklin Capital Corp. But Donald McGregor, executive vice president of TJ Bettes of Houston, disagrees: "The market would soften but most lenders would continue to pay the higher prices. Eventually each side would absorb part of the difference."

What savings & loan associations do about their dividend rate on savings is another key unknown in the mortgage outlook.

With savings way up but conventional interest rates sliding, a general cutback in dividend rates has been predicted—from 4 to 3½% in the West and from 3½ to 3% in some eastern cities. Robert E Morgan, executive vice president of the Colwell Co in Los Angeles, expects S&Ls to start making FHA loans if they cut their dividend rate from 4%. "This would increase competition and force eastern lenders to boost their prices if they want California paper," he says.

Mortgage bankers are beginning to show concern over delinquencies for the first time since the recession began—though the delinquency rate itself has not risen significantly.

Admits William F Haas, vice president of Newark's Franklin Capital Corp: "People seem to be having a little more trouble keeping up." W C Rainford, president of Mercantile Mortgage Co. in Granite City, Ill., agrees: "Each month we find a few more people who've been out of work, two, three or four months and who tell us they wonder how they'll meet the next payment." M V O'Hearn, vice president of Bankers Mortgage Co in San Francisco notes: "Collections take more effort. A few more [are] not on time."

MORTGAGE BRIEFS

Going, but not gone

Fanny May's $1 billion special assistance fund for cheap houses is one-third gone.

The $300 million mark in advance commitments was passed just two weeks after the Budget Bureau released the second $300 million authorization of the $1 billion earmarked for the program by Congress in the anti-recession housing law.

In the first two months of the program (ending May 31), Fanny May issued 22,996 commitments—almost evenly divided between FHA and VA—for $272,349,000. In the first two weeks of June, 5,635 more commitments for $67,591,000 were added.

Mortgage bankers believe the program has reached its peak insofar as commitments are concerned, look now for only a steady flow of requests—depending upon sales. The program is limited to mortgages of $13,500 or less, for which Fanny May pays par minus 1½ points for commitment and purchase and marketing fees.

Mortgage moratoriums

Talman Federal S&L of Chicago has started offering borrowers a voluntary mortgage moratorium—if and when they need it.

In new mortgages, Talman agrees that if a borrower loses his job during the next two years, he may skip up to six monthly payments of principal and interest, pay only taxes and insurance. The arrangement applies only to conventional loans; FHA and VA laws prevent such leniency.

Talman President Emil J Seliga calls the plan a reassurance to prospective home buyers. "When we make a loan, we consider the borrower a good risk. He does not, in our judgment, become a bad risk because he faces temporary unemployment," says Seliga.

The two-year limitation was put in the contract only because a Talman borrower who has a good payment record on a mortgage which is older than two years, already has skip payment privileges.

Interest due on any skipped payments is added to the outstanding balance and amortized over the life of the loan.

The Talman plan contrasts sharply with a bill by Rep Albert Rains (D, Ala) before Congress. Rains would force FHA to acquire loans which are about to be foreclosed by issuing debentures for the unpaid amount of the loan. FHA would not take title to the property, would simply work out repayment arangements with the homeowner. FHA officials are violently opposed.

Major money study

First comprehensive study of the nation's public and private monetary policies in nearly a half-century is underway.

The Committee for Economic Development, non-partisan group of businessmen and educators, has named a 25-member committee for the job. It is expected to take at least three years.

Such a study has long been advocated by business and fiscal leaders (including 17 men who made it their No. 1 recommendation at

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a HOUSE & HOME Round Table on housing's money problems in the fall of 1956 (H&H, Nov '56). The last big study of fiscal controls led to creation of the Federal Reserve System in 1911.

President Eisenhower asked Congress to set up a commission for the job last year, but legislators could not agree who should make the study and how far it should go.

CED's committee, headed by President Frazar B Wilde of Connecticut General Life Insurance Co, has $500,000 from the Ford Foundation for its work. Among other subjects, it will probe: what has been the effect of the growth of savings & loan associations, Fanny May and other non-bank financial intermediates on the ability of the Federal Reserve Board to cope with the nation's fiscal stability.

Other committee members prominent in building and mortgage lending: Marriner S Eccles, chairman of the First Security Corp of Salt Lake City (and former chairman of the Fed); Fred T Greene, president of the Home Loan Bank of Indianapolis; Philip M Klutznick, Chicago builder and attorney Earl B Schwulst, president and chairman of Bowery Savings Bank; Jesse W Tapp, chairman of the Bank of America.

Self-dealing charge upheld

Ousting the officers of the Beacon Federal S&L in Milwaukee for unsafe and unsound operations has been upheld by a federal judge.

President Henry M Blume, Ernst Zaeske, secretary and director, and other directors were removed by the Home Loan Bank Board two years ago for alleged self-dealing.

The court sustained the HLBB's finding that Blume and Zaeske had made unlawful and unsound transactions by lending money for large scale speculative ventures to firms in which they and associates had an interest. They were also charged with making false entries in their books to conceal the self-dealing.

"Some of the individual matters, if they stood alone might be defended as at most being poor judgment," said the court, "But where they fit into an entire scheme or operation, they take a different light and become indefensible."

The HLBB named a conservator for Beacon two years ago. Though the S&Ls' assets have dropped since then from $29,324,153 (as of Dec. 31, 1955) to $26,955,155 (at the end of 1957), it has not been in danger of failing and continues to pay 4% on savings.

Blume and Zaeske, now operating an insurance agency, say they will appeal the federal court order. Meanwhile, they must also defend themselves in a suit brought by the conservator asking an accounting of funds allegedly lost through their dealings. No criminal charges have been filed.

In a similar case in Miami Beach earlier this year, four officers of the Miami Beach Federal S&L were indicted by a federal grand jury on self-dealing charges. (April, News).

Pension funds for housing

The United Automobile Workers has demanded a voice in investment of their pension funds. The union has told auto companies it wants to make sure some of the money goes to finance housing, medical facilities and other community improvements where workers live.

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MORTGAGE MARKET QUOTATIONS

(Sale by originating mortgagee, who retains servicing.) As reported to HOUSE & HOME *the week ending June 13.*

FHA 5¼s (Sec 203) (b)									VA 4¾s						
FNMA Special Assistance Price		Minimum Down* 30-year		Minimum Down* 20-25-year		10% or more down 20-25-year			30 year no to 2% down		25 year 5% down		25 year 10% down or more		Conventional Interest Rates
z	xy	Immed	Fut	Immed	Fut	Immed	Fut	City	Immed	Fut	Immed	Fut	Immed	Fut	
98½	97	98½	98½	99-99½	99-99½	99-par	99-par	Atlanta	a	a	a	a	a	a	5-5½
98½	98	par-101g	par-101g	par-101g	par-101g	par-101g	par-101g	Boston local	par-101	par-101	par-101	par-101	par-101	par-101	4¾
—	—	98-99	98-99	98-99	98-99	98-99	98-99	out-of-st.	94½-95b	94½-95b	94½-95b	94½-95b	94½-95b	94½-95b	—
98½	97	99-par	99	99-par	99	99-par	99	Chicago	b	95b	b	95b	b	95b	5
98½	97	98-par	98-par	98-par	98-par	99-par	99-par	Cleveland	94	94	95	95	96-96½	96-96½	5-5¼
98½	96½	97½-99	97½-99	98½-99½	98½-99½	99-par c	99-par c	Denver	94-95	94-95	94-95	94-95	96b	96b	5-5½
98½	96½	97½-98	97½	98½-99	98½	99-99½	99	Detroit	95-95½	95	95½-96	95½	96-96½	96	5-5½
98½	97	98-99	98-99	99	99	par	par	Houston	94½-95	94½-95	94½-95	94½-95	a	a	5¼-5¾
98½	97	98	98	98	98	98-99	98-99	Jacksonville	95	95	95½	95	b	b	5¼-5½
98½	96½	98	98	98½	98½	99-par	99-par	Los Angeles	95-95½	95-95½	a	a	a	a	5½-6
98½	97½	par	99½-par	par	99½-par	par	par	Newark	97	96	98	97	98	97	5½
98½	98	par d	par d	par d	par d	par d	par d	New York	98d	98d	98d	98d	98d	98d	5½
98½	96½	98	98	98-98½	98-98½	99	99	Okla. City	95-96b	95-96b	95-96b	95-96b	a	a	5½
98½	97½	par	par	par	par	par	par	Philadelphia	96-97	96-97	96-97	96-97	97	97	5-5¼
98½	96½	98-98½	98-98½	98-98½	98-98½	98-99 f	98-99 f	San Fran.	95-95½	95-95½	95½	95½	a	a	5½-6
98½	97	97-99	97-99	98-par	98-par	98-par e	98-par e	St Louis	93h-98b	93h-98b	a	a	a	a	5-6
98½	97½	99½	99	99½	99	par	99½	Wash., DC	96-96½	96-96½	96-97½	96-97½	96-97½	96-97½	5½

** 3% down of first $13,500; 15% of next $2,500; 30% of balance.*

Footnotes: a—no activity. b—very limited market. c—very limited par market. d—quotations cover construction loans also. e—99½ typical. f—local banks offer par for 15% down, 25-year. g—on FHA 4¾% mortgages. h—very few lenders. x—FNMA pays ½ point more for loans with 10% down or more. y—FNMA net price after ½ point purchase and marketing fee, plus 2% stock purchase figured at sale for 50¢ on the $1. z—price after ¾ point purchasing and marketing fee, plus ¾ point commitment fee; applies only to FHA and VA mortgages of $13,500 or less.

- Immediate covers loans for delivery up to 3 months; future covers loans for delivery in 3 to 12 months.
- Quotations refer to prices in metropolitan areas; discounts may run slightly higher in surrounding small towns or rural zones.
- Quotations refer to houses of typical average local quality with respect to design, location and construction.

SOURCES: Atlanta, Robert Tharpe, pres., Tharpe & Brooks Inc.; Boston, Robert M. Morgan, vice pres., Boston Five Cents Savings Bank; Chicago, Maurice A. Pollak, exec. vice pres., Draper & Kramer Inc; Cleveland, David O'Neill, vice pres., Jay F. Zook Inc.; Denver, C. A. Bacon, vice pres., Mortgage Investments Co.; Detroit, Stanley M. Earp, pres., Citizens Mortgage Corp.; Houston, Donald McGregor, exec. vice pres., T. J. Bettes Co.; Jacksonville, George Dickerson, Stockton, Whatley, Davin & Co.; Los Angeles, Robert E. Morgan, exec. vice pres., The Colwell Co.; Newark, William F. Haas, vice pres., Franklin Capital Corp.; New York, John Halperin, pres., J. Halperin & Co.; Oklahoma City, M. F. Haight, first vice pres., American Mortgage & Investment Co.; Philadelphia, W. A. Clarke Sr., pres., W. A. Clarke Mortgage Co.; St. Louis, W. C. Rainford, pres., Mercantile Mortgage Co.; San Francisco, M. V. O'Hearn, vice pres., Bankers Mortgage Co. of Calif.; Washington, D.C., D. O. Nicholls, Frederick W. Berens Inc.

NEW YORK WHOLESALE MORTGAGE MARKET

FHA 5¼s

Immediates: 98-par
Futures:98-par

VA 4¾s

Immediates: 95-96½
Futures: 95-96½

VA and FHA 4½s

Immediates: 93-94½
Futures: no activity

Prices for out-of-state loans, as reported the week ending June 13 by Thomas P Coogan, president, Housing Securities Inc.:

Note: prices are net to originating mortgage broker (not necessarily net to builder) and usually include concessions made by servicing agencies.

FNMA STOCK

	June 11	May 15	Month's low	Month's high
Bid	56¾	55½	55½	56¾
Asked	58¾	57½	57½	58¾

Quotations supplied by C F Childs & Co





FOR APPEARANCE AND DURABILITY—

3 PIECE KNOB CONSTRUCTION *is Superior*

- FRENCH SHANKS — Symbol of Superior Quality
- CONTOURED KNOB SHELL — Better Hand Fit
- DISTINCTIVE KNOB FACE — For Pronounced Effect
- UNIQUE TWO-TONE FINISH — Wears Longer — Looks Better

WEISER

WEISER LOCKS

WEISER COMPANY • SOUTH GATE, CALIFORNIA

IN CANADA

WEISER LOCK CO. OF CANADA LTD. • SOUTH BURNABY, B.C.



Mr. Hughes points to the kitchen telephone outlet in one of his new "Chestnut Hills" homes, near Greenville.

"For very little cost, telephone outlets add a big sales plus"

—says Jack Hughes, *Builder, of Greenville, S. C.*

"Concealed telephone wiring is a tremendous sales feature," says Mr. Hughes. "We feature it in our advertising and tell our salesmen to use it as a major sales point. People actually look as much for telephone outlets as they do for electrical outlets.

"To stay competitive we must put in extras—and telephone outlets are an extremely reasonable value to a builder. For very little cost, they add a big sales plus to a home. Prospects can see that these outlets are going to mean convenience and an attractive telephone installation."

* * *

Your local Bell Telephone Business Office will be glad to help you with concealed wiring plans. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

BELL TELEPHONE SYSTEM

The newest!

NU-WOOD® "Micro-Perf" Decorator ACOUSTICAL TILE



NEW

"Micro-Perf"

NOISE CONTROL FEATURE

Micrometer-size perforations, practically invisible, provide acoustical correction!

NEW

A MAJOR IMPROVEMENT IN DECORATIVE ACOUSTICAL CEILING TILE

TODAY homes, offices and stores can have strikingly beautiful ceilings that soak up unwanted noise as a sponge soaks up water. And best of all, these benefits are available at surprisingly moderate cost. The answer, of course, is the new Nu-Wood decorator acoustical tile with "Micro-Perf" noise control feature!

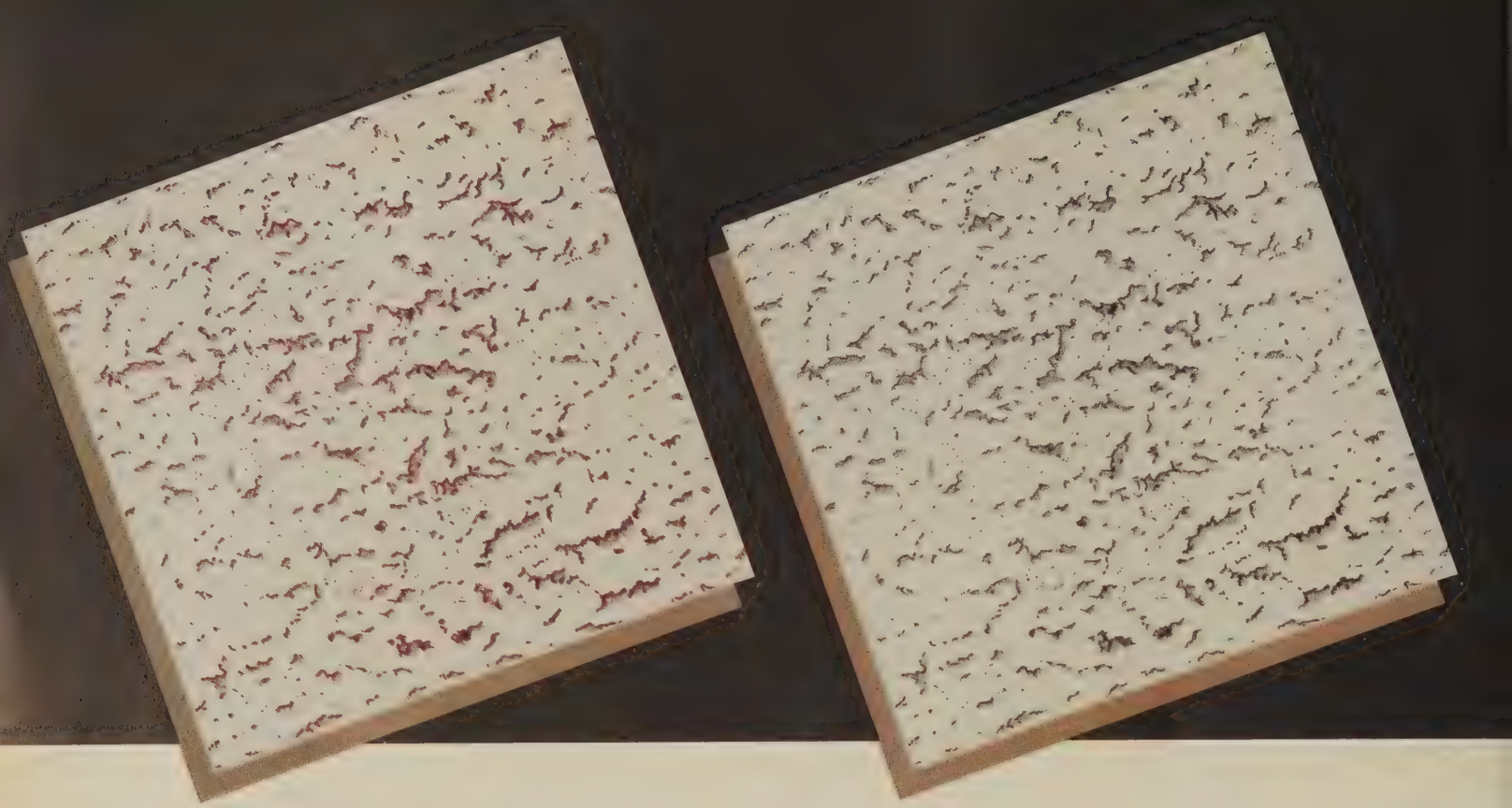
THE NEEDLE like sound traps of this new Nu-Wood "Micro-Perf" tile are practically invisible after installation . . . and yet the beauty of the travertine fissured pattern is there to provide a smart decorative touch. This fissured pattern of Nu-Wood tile, in either beige or gray colors, creates a distinctive three-dimensional ceiling effect. It has the look of expensive luxury . . . but costs far less than materials which resemble it.

NU-WOOD "Micro-Perf" decorator acoustical tile has a finish base of Sta-Lite®. . . the famous white, non-glare coating that reflects more than 75% light. The tile surface is flame-resistant. Decorator pattern is two-tone, creating an authentic fissured appearance.

AVAILABLE IN DECORATOR BEIGE AND GRAY FISSURED PATTERNS

COLOR styled by the nationally-known Rahr Color Clinic, Nu-Wood "Micro-Perf" decorator acoustical tile points ahead to new trends in ceiling beauty . . . with the plus feature of unseen noise control. For other Nu-Wood tiles, please see other side.

WOOD CONVERSION COMPANY • FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINN.

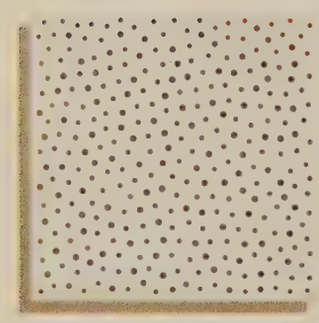


NU-WOOD Decorator Beige TILE **NU-WOOD Decorator Gray TILE**

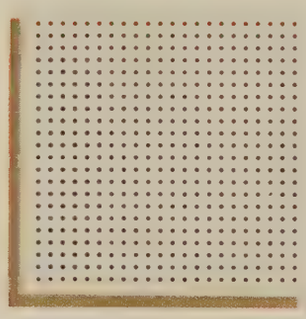
Fissured design of tile permits the ceiling to play an important part in the whole decorative scheme. Decorator Beige or Gray pattern color is available in 12″ x 12″ tile with Nu-Wood all-purpose application joint for quick, easy installation. The fissured design of Nu-Wood Decorator tile is non-repetitive for a more pleasing ceiling effect of the travertine pattern.

This wide choice is your wise choice with

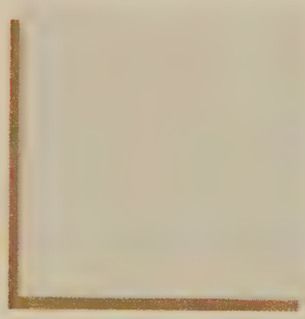
NU-WOOD® CEILING TILE



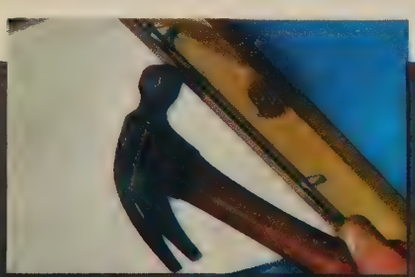
NU-WOOD Random PATTERN ACOUSTICAL TILE
Offers an economical way to give interiors modern sound-conditioning and beauty. The random drilling of varied sized holes helps create a pleasing over-all ceiling pattern. Light-reflective Sta-Lite finish. Available in sizes: 12″ x 12″, 12″ x 24″ cross-scored.



NU-WOOD Regular PATTERN ACOUSTICAL TILE
Has sound-absorbing holes of identical size, evenly spaced. Tiles are sturdy and low in density to add good acoustical quality. Bevels are predecorated, surface is Sta-Lite white. Available in sizes 12″ x 12″, 12″ x 24″ cross-scored.



NU-WOOD Sta-Lite® PLAIN SURFACE TILE
Improves interiors three ways: decorates, insulates and hushes noise. The tiles are in Sta-Lite finish with all-purpose joints. Available in sizes: 12″ x 12″, 12″ x 24″, 12″ x 24″ cross-scored, 16″ x 16″, 16″ x 32″.



Invisible application of tile with Nu-Wood clips for positive attachment.

4 WAY EASY APPLICATION



Superior stapling application with Nu-Wood all-purpose joint.



Nail fastening, preferred on some applications.



Fast, permanent application to smooth surfaces with adhesive.

SOLD BY LUMBER DEALERS

WOOD CONVERSION COMPANY
First National Bank Building, St. Paul 1, Minnesota

continued from p 43

But Witt had a ready-made market of families with comparatively high incomes. The city is razing a wartime housing project—home to 700 families with incomes ranging from $3,600 to $7,000. Moreover, Witt's wife, a broker, made a door-to-door canvass of the area with her sales staff and explained the workings of the program.

Macway Homes in Ypsilanti also profited by a ready-made market. Willow Village, wartime housing project at the Willow Run factory and home to 3,000 families, is being torn down. As in Norfolk, the families were several cuts above slum dwellers on the economic ladder. Macway has sold 400, has 100 more commitments.

In other areas where displacees are scarce or uninterested, 221 builders are finding plenty of buyers among non-displacees. In Columbus, William Kerr & Sons has started 94 homes, has 100 applications to buy—but only six from 221 eligibles. He will sell the rest to non-displacees and he won't have to wait 60 days. FHA there has held that it is not mandatory that a builder hold the houses 60 days if it is obviously futile!

Reports one FHA official in Louisville: "It's a wonderful program. All houses started have been tentatively sold—maybe not to eligible buyers but to ready buyers. The word we get from builders is 'We wish we had lots more.'"

Louisville Builder Frank Sanner has signed 26 buyers for his 221 project—only one of them a displacee. But Louisville builders must still wait 60 days before closing a deal with a non-displacee.

And in Atlanta, Birmingham and San Bernardino builders report no trouble selling all they can produce.

Results of nonprofit

If 221 sales housing has accomplished only a little in four years, 221 rental housing has barely inched off the starting line. Across the US, there are—at last—four projects under construction, two in Columbus, one in Pittsburgh and one in Youngstown. Four more are in the commitment stage.

The reason is plain: 221 rental requires a non-profit corporation, which scares off most builders. Actually, much of the fear is based on lack of information. A builder can make a 10% profit plus a 5% management fee on a 221 rental project.*

Site location has been a problem for at least one 221 rental project. Southgate in Columbus, the first one approved in the US, had to be replanned for a new site after residents near the first location raised a howl.

The first project with completed units is Eastgate in Columbus, owned by Developer-Architect Todd Tibbals. Of 16 units completed, eight are occupied—none by displacees.

Need for promotion

It is clear 221 needs more than higher cost limits or rejiggered arrangements for its rental program. It needs promotion by FHA.

Says one nationally prominent housing official: "Unless FHA gets off the pot and recognizes that this program needs promotion and imagination the plan will fail. If they don't wake up we'll never get underway. The FHA people here don't have the imagination and don't want to put themselves out. As far as they are concerned, they see no percentage in promoting this."

The trouble is largely in FHA's 74 local offices. Beverley Mason, who was the commissioner's special assistant for urban renewal until this spring, did his best to sell the program. But he was chipping at an iceberg of indifference.

Even Fred Categno of Macway, whose Ypsilanti 221 project has been among the most successful, complains: "Most people don't even know what you're talking about when you talk of 221. We put an ad in the paper and they don't even understand it."

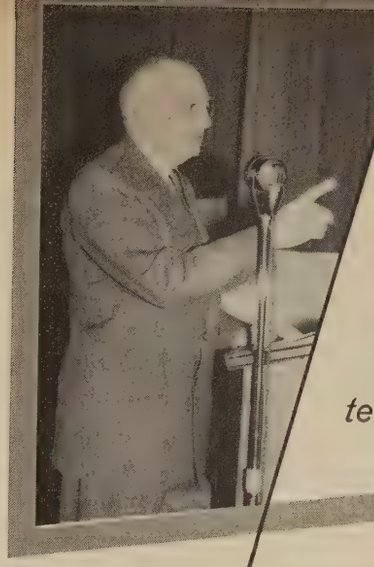
NAREB's public affairs director, Charles Stewart, has pleaded with FHA to push the program—his primary aim being to promote the existing house phase of the program.

Now, Commissioner Norman Mason has turned the promotion job over to one of FHA's best salesmen—C Franklin Daniels. Daniels made his mark as a salesman by promoting Sec 213 co-ops from nothing into the third largest program in FHA.

His job with 221 presents a similar challenge; he's starting again from very close to nothing.

NEWS continued on p 61

* If Congress enacts changes in the present Senate housing bill, a non-profit corporation will be able to get 100% loans based on replacement cost instead of value. But a builder could also start his own 221 rental project on the same basis as a 220 redevelopment job: a 100% mortgage based on replacement cost or actual certified cost, whichever is lower (exclusive of allowance for builders' and sponsors' profit and risk).



GBH-WAY HOMES

President:
Clifford M. Hill
GBH-WAY HOMES, Inc.
Walnut, Illinois
tells his dealers:

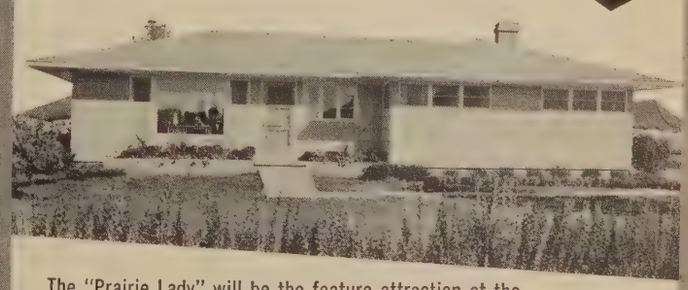
We have used UNIQUE BALANCE COMPANY products for the past 17 years. Not only do HOME-WAY HOMES come equipped with UNIQUE BALANCES, but now HOME-WAY buyers may have the New UNIQUE

air-loc
TAKE-OUT WINDOW



The Hurley House

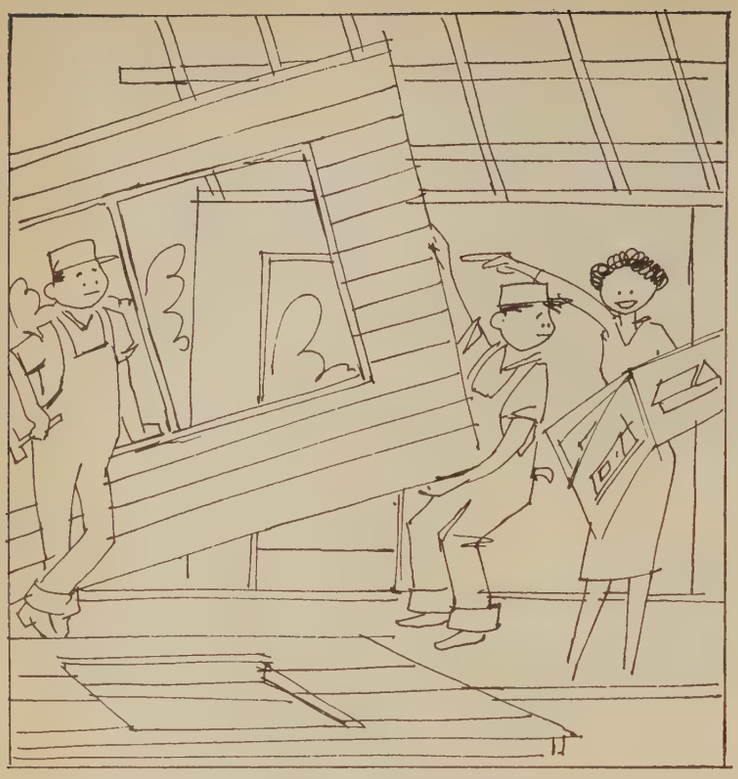
HERE ARE TWO TYPICAL HOME-WAY DESIGNS...
The "Prairie Lady"



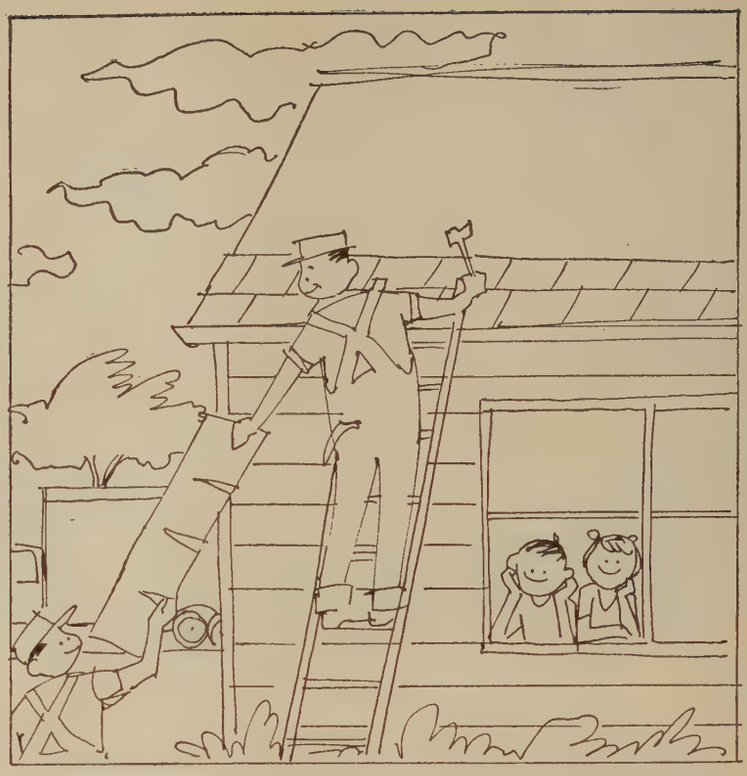
The "Prairie Lady" will be the feature attraction at the 1958 FARM PROGRESS SHOW, Brookston, Indiana



GBH-WAY HOMES INC., WALNUT, ILLINOIS



1. New Homes. People *will buy* new homes when value is brought in line with price. *Proof?* More than 50 new homes sold in two weeks during a Kingsberry Homes promotion in Atlanta's suburbs. Prefabricated homes represented about 7% of sales of homes in 1957 and may account for half of all homes sold ten years from now. *And, allied to new home purchases, is the purchase of 17 other "bigticket" items—from freezers to dishwashers to power mowers.*



2. Remodeling. For every new house built it is estimated 40 old houses are prospects for remodeling. In a recent survey, 3 out of 5 homeowners—about 32 million—wanted some kind of remodeling on their homes. Johns-Manville estimates that typical remodeling jobs vary from about $400 for new siding down to about $27 for acoustical ceiling . . . average around $195. This suggests a current opportunity for home remodeling of well over $6.2 billion.

America's greatest marketing

—*the house we live in!*

THE NEED: Remodeled homes—Over 27 million homes in need of updating *right now!* **New homes**—At the rate of two million each year by 1970—*or sooner!*

Our standard of *housing* has lagged behind our standard of *living!*

Fully half of our homes were built more than 30 years ago—for a different way of life!

Think of a 1928 model home. There was no TV . . . no air-conditioning . . . few radios or home appliances. Only the very rich needed two-car garages.

Now compare the 1958 model home. Four out of five have TV . . . virtually all have radio . . . one family in every ten has air-conditioning . . . one in five has a freezer. And one family in every six owns two or more cars.

The home of a middle-income family has as many as 10 major appliances . . . 25 smaller appliances.

And the number of families with three and four children has increased almost 50% since 1940.

The result?

Millions of homes bulging at the seams. Homes with not enough bedrooms, closets, bathrooms. Homes with inadequate storage space, garages too small to hold even one car. Homes poorly insulated, with old-fashioned heating, inadequate wiring.

Millions of these homes are victims of "Habit Lag"—that tendency to postpone a better standard of living long after a higher income has been achieved.

These homes cry for remodeling. They represent a marketing opportunity conservatively estimated at $6.2 billion this year alone.

But these 27 million homes built over 30 years ago are only part of a great marketing opportunity.

Millions of newly formed families seek homes where they can live gracefully—free from the drudgery of the

Dr. Samuel Johnson, 1750:—
"To be happy at home is the ultimate result of all ambition, the end to which every enterprise and labor tends, and of which every desire prompts the prosecution."



3. Mobility. Mobile homes accounted for one out of every ten home sales last year. Mobile Homes Manufacturers Association is finding a growing acceptance for this modern kind of living. The price—$3000 to $9000—is attractive to newlyweds, retired couples, servicemen's families, workers who follow job markets, those who want a week-end home and those who, like many farm families, want to take their homes with them when they go on their long yearly vacations.



4. Many industries benefit from increased home ownership by designing products with special appeals: Owens-Illinois with new applications for glass block in private homes; Devoe & Raynolds with new interior and exterior paints; Roddis Plywood with wall panels for do-it-yourself home decorators; Johns-Manville with non-metallic, rust-free pipe for growing municipal water and sewage systems; Portland Cement with "sound conditioned" concrete for expanding road systems.

opportunity

old-fashioned home—free to enjoy today's new leisure. **And these families have the income to fulfill their needs and dreams.**

Today—mass millions are moving up the income scale. They do not need to settle for rented homes or second-class homes. About half of our urban families have incomes over $5,000—enough to finance a new home costing $12,500. In most cases it is actually cheaper for them to own than to rent.

Housing experts say that we now are falling behind actual minimum housing needs of our expanding population by two or three hundred thousand units a year. If we built just 250,000 *extra* homes this year—at an average $12,500—it would put an additional $3.1 *billion* into the economy, *over and above* the $12.5 billion of new housing conservatively expected.

Who holds the key to this great new marketing opportunity?

The builder? He needs to offer more house for less money through greater use of modern production methods . . . prefabrication . . . modular units, plus the technological developments of allied industries. *But he can not do it alone!*

He must have the imaginative help of industries interested in home building . . . he needs the enlightened cooperation of labor unions. Land must be made available at reasonable prices. A steady flow of low-cost credit must be available to home buyers.

A united effort among all these interests can break through the Habit Lag barrier and help the industry realize its greatest opportunity. The clients of J. Walter Thompson Company mentioned on these pages—*and many other* firms whom we are privileged to serve—are already contributing to this effort.

How this challenge is met will be the largest single influence in determining whether we will achieve our nation's goal of a 50% growth in our economy over the next ten years.

* * *

Habit Lag affects most industries—and can be beaten by new and improved products presented more compellingly to the market. If you would like to explore the opportunity Habit Lag offers in your industry, we would be happy to discuss it with you.

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami



NEW BEAUTYWARE FITTINGS ...PERFECT COMPLEMENT TO BRIGGS FIXTURES

Sleek, functional design with color impact

Briggs delivers the most advanced styling possible today in brass fittings! Contemporary lines in complete harmony with the modern look of Briggs Beautyware fixtures. Designed by Harley Earl, Inc., these bright chrome-plated brass fittings are available with interchangeable inserts to match Briggs compatible colors as well as white and chrome. Specify them for residential and commercial uses. Write now to Briggs for complete information.

BRIGGS MANUFACTURING COMPANY
WARREN, MICHIGAN

A T-8116. Combination bath-shower fitting, with automatic diverter valve in spout.

B T-8715-S. Shelf-back lavatory fitting, 5¾" centers, with aerator and pop-up drain.

BRIGGS

B E A U T Y W A R E

continued from p 57

PUBLIC HOUSING:

Why industry is alarmed at changes proposed by the Senate housing bill

For the first time in years, a crucial Congressional battle is in the making over public housing.

At stake this time is not how many units Congress should let public housers build next year—the issue on which the nation's press usually focuses its attention to the near-exclusion of issues that are more vital.

This year's battle is over the Senate banking committee's drastic rewrite of the rules and philosophy of public housing. The result, warns NAREB, is "a greater threat to . . . private home ownership than any proposal that has ever been submitted to Congress."

The Senate bill does three things that worry private housers:

1. *It adopts a tricky mechanism they charge will convert some low rent subsidized housing for low-income families into medium rent subsidized housing for middle income families.*

How? The bill deprives PHA of its present right to control income limits for admission and, continued occupancy, gives the job instead to local authorities. The bill keeps the present law's rule that a family may not get public housing unless its annual *net* income is 20% less than five times a year's rent for "decent, safe and sanitary" housing available locally "in substantial supply." But the bill riddles this basic public housing philosophy with loopholes. Local authorities would have to get PHA agreement on their findings of lowest rents for good private housing. But local authorities would have wide leeway in defining net, as distinguished from gross income. They could, opponents insist, allow exemptions for union dues, commuting, medical expenses. Moreover, the 20% gap would end entirely for displaced families. And over-income families could remain in public housing—at slightly higher rents if the local authority (with no federal approval) finds "that it is impossible for the family to obtain through rental or purchase a decent, safe and sanitary private dwelling suitable for its use and at a cost within its financial means . . ."

Other over-income families could stay put by starting to buy their units on sales contracts of *up to 40 years!* And they would get a unique break on the interest rate. It would be based on the low cost of tax free bonds.

2. *It changes the whole basis of federal subsidy so local housing authorities may collect about $8 million a year in "windfall" profits —profits that could be used for pro-public housing "educational" campaigns.*

Now, the US guarantees to pay contributions equal to the debt service on the 40-year tax-free bonds which finance public housing. But federal aid is cut by what local authorities net as operating profit to reduce the subsidy borne by US taxpayers. The bill would convert annual subsidies to capital grants paid in 40 equal installments equalling level debt service. Instead of returning savings to the US, local authorities would keep one-third of any profits, give the US only two-thirds as advance debt amortization. Besides this profit incentive, setting rents would be wholly up to local authorities. Public housers complain the present law requiring rents to be at least 20% of net family income is unfair to big families.

3. *It deprives PHA of budget and audit control over local authorities*—a weapon which is now used to crack down on squandering and mismanagement such as union featherbedding in Chicago (June, News). Originally, the housing subcommittee proposed to strip the watchdog General Accounting Office of auditing powers, too. But a strong protest from Comptroller General Joseph Campbell persuaded the banking committee to overrule its housing unit. Campbell wrote that GAO auditors had uncovered, among other things, overstaffing, excessive legal fees, buying of luxury autos, inadequate control of auto use, too-liberal leave and travel allowances, wasteful buying of insurance.

The Senate bill would also:

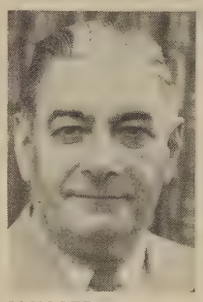
- Urge local authorities to build smaller projects "to avoid the institutional" look which has led so many critics to argue public housing is a sick program.
- Continue the principle of forcing taxpayers to subsidize irresponsible fecundity (eg Negro illegitimacy). Determinations of eligibility for admission and continued occupancy speak of "a dwelling unit of the size needed by such family." The bigger the family, the bigger the quarters it needs.
- Authorize another 35,000 units (to be put under contract anytime before July 1, 1962) in addition to extending existing but unused authorizations another year. Since PHA has authorization for 73,904 units more than cities have asked, the usual row over "the numbers game" should not arise this year.

PHA'S VIEW OF THE BILL

Here's what Public Housing Commissioner Charles E Slusser says:

"It will not help the cause of public housing. It will damage it. It is not a bill for the close to 2 million people living in the projects. The good intentions of the people proposing it can be respected, but the bill is simply not workable as proposed and could open up avenues of doubt as to the public purpose of the program. The bill increases government costs. It preempts the field of middle-income housing which properly belongs to private enterprise. It offers to sell homes to low income tenants under terms which cannot produce home ownership.

Reni



SLUSSER

"I cannot, in good conscience, accept it either as a legislative or an administrative solution."

PLANNERS' CONVENTION:

ASPO hears public housers blame PHA for their troubles

"PHA is very largely to blame" for the fact that "the whole public housing program is . . . sick unto death." It displays "a bankruptcy of leadership," "inflexible and bureaucratic supervision," a "smug and complacent attitude" and it "does not trust the local authorities."

Reni



VINTON

That is the case for turning over more control of public housing to local communities—as explained by Warren Jay Vinton, 68, outspoken New Dealing public houser who was ousted nine months ago as assistant PHA commissioner.

Vinton gave his explanatory diatribe before the 1,700 delegates to the American Society of Planning Officials' national conference in Washington at the end of May. He supported the Senate revamp of public housing but cautioned: "Even if adopted in toto . . . [it] would be relatively ineffective if administered as PHA now administers the existing Act."

Local housing authorities, he said, "must be tied in more closely with the political life of their communities and draw strength and power from political support."

Another gloomy prediction came from Miss Elizabeth Wood, former executive director of the Chicago Housing Authority. She forecast public housing will die "unloved, unhonored and unsung" unless it changes its character and becomes part of diversified large-scale renewal projects. So many "problem families" have entered public housing, she charged, that they have driven out "good, healthy, ambitious families"—a situation aggravated by priorities for displacees. "This brought into public housing all the juvenile delinquency, adult crime and mental and physical disabilities that sociologists had been telling us were characteristic of slum populations," she said. *Other ASPO developments:*

- More than 100 communities now require fees from builders in lieu of land dedication for schools and other community facilities—even though they have no law letting them do so—reported John W Reps of Cornell.
- States prevent "premature" land subdivision by requiring "all improvements," counselled Planner Milton Breivogel of Los Angeles.

NEWS continued on p 63



AIR CONDITION your multiple-dwellings with GENERAL ELECTRIC *Complete-Apartment* UNITS

Mr. David P. Dillon of E. B. Dillon Sons Company, one of the South's leading contractor-builder firms, is a man whose vision pays off. His latest garden-apartment development, Sherbrooke Apartments, Louisville, Ky., provides General Electric *Complete-Apartment* Air Conditioning to every tenant in the development.

Says Mr. Dillon, "I have been using General Electric Heating and Air Conditioning in apartment developments and custom homes for several years. General Electric always has the right unit for my needs and provides complete satisfaction for my customers. A pleasing appearance and quiet operation are necessary for apartment units, and General Electric's styling is an asset to a luxury apartment.

"Air conditioning was installed in the buildings because I feel no luxury type apartment would be complete without it. There are many competitive two and three bedroom units for rent in this area, and air conditioning helps me rent my units faster and maintain 100% occupancy."

The advantages of *Complete-Apartment* Air Conditioning to multiple-dwelling builders are clear. Better than room-coolers because one unit serves the *entire* apartment. Better than a central station system on installation price and maintenance costs... and each tenant has independent control over his own cooling and heating, and pays his own operating costs.

Whether you're building homes or apartment houses, it pays to install air conditioning when you install the heating system. General Electric Air Conditioning can be installed at little extra cost with a new General Electric Gas or Oil Furnace as a year 'round air conditioning "package." *Complete apartment* units that may be installed independent of the heating system are also available. For full information contact your General Electric Air Conditioning dealer. He's listed in the yellow pages of your phone book. General Electric Company, Air Conditioning Department, Tyler, Texas.

Progress Is Our Most Important Product

GENERAL ELECTRIC

OPERATION upturn
Buy now
for extra values
GENERAL ELECTRIC

continued from p 61

FHA'S NEWEST FACES OF 1958 . . . **. . . AND TWO OLD ONES**

Reni Reni Reni Walter Bennett



PREHM REAM ROUSSELOT DANIELS JOHNSON

PEOPLE: Two new assistant commissioners named by FHA; one will take over rental housing

FHA has just undergone the biggest turnover in its top echelons since the 1954 windfall scandals. In a two week span, the agency acquired two new assistant commissioners, a new special assistant to FHA Commissioner **Norman Mason,** and a new public information officer.

Dr **Thomas F Johnson,** 37, quit after 3½ years as $14,000-a-year assistant commissioner for programs to join American Enterprise Assn, economic and governmental research organization in Washington. His successor is Dr **Martin R Ream,** 50, of Lancaster, Pa, public finance expert who was associate professor of public administration at the University of Teheran, Iran.

Beefing up management of its rental housing division, FHA has named **Harold W Prehm,** 56, director of its Springfield, Ill office, to a newly created job of assistant commissioner for mortgages and properties. Prehm, a former auto distributor who joined FHA in January a year ago, will have charge of mortgage servicing, property management, rental and co-operative housing. Not since the ill-starred 608 days of **Clyde L Powell,** who resigned just as the 1954 windfall scandals broke, has FHA had an assistant commissioner heading up its rental programs.

C Franklin Daniels, 50, a persuasive salesman whom FHA brass credit with making Sec 213 co-operatives its third largest program, has been named special assistant to the FHA commissioner for urban renewal. A career civil servant who has worked on FHA co-operative housing since 1950, Daniels succeeded **W Beverley Mason Jr** who was promoted to assistant commissioner for technical standards in March. Daniels got into government 24 years ago with Home Owners Loan Corp, later spent nine years with PHA. He golfs in the 70s, is an amateur actor.

John H Rousselot, 29, Los Angeles public relations man (John Rousselot & Associates), has been named public information director—a job Commissioner Mason has been trying to fill since **King Fleming** left two years ago to become assistant HHFAdministrator. **Bob Macauley,** who has been acting information boss, shifts to FHA's growing Certified Agency Program.

Henry Schneider Jr, 53, insurance agent and former New York assemblyman, has been named FHA director at Jamaica L I, office which handles one-family housing for most of the New York metropolitan area. He succeeds **James G Donovan,** who took the post a year ago to clean up the scandal-stained office after a year-long investigation disclosed inefficiency and corruption.

Carl U Luers, retired chairman of the Illinois Natl Bank, Springfield, succeeded Prehm as FHA director there.

PREFABBERS: **Frederick K Trask Jr,** managing partner of Payson & Trask, New York City venture capital firm, stepped up from president to board chairman of Alabama's Lumber Fabricators Inc. His successor is **Albert P Hildebrandt,** former Morgan Stanley & Co aide who joined LFI as vice president and general manager last year. Hildebrandt continues as a senior associate of Payson & Trask, which bought control of LFI in 1955.

Nelson, Bass are nominated to head mortgage bankers

As usual, the Mortgage Bankers' Assn has nominated its vice president, **Walter C Nelson,** to become next year's president. And MBA has nominated **B B Bass,** president of American Mortgage & Investment Co, Oklahoma City, as vice president.

Nelson, 48, is president of Eberhardt Co, one of Minneapolis' largest mortgage banking firms ($5-$6 million originations and $5 to $6 million realty sales annually, plus a $20 million servicing portfolio). He'll succeed **John C Hall,** president of Cobbs, Allen & Hall of Birmingham, Ala.

St Paul-born, Nelson went to work there for Equitable Life Assurance Society after

H&H staff H&H staff



NELSON



BASS

graduating from high school in 1927, rose from office boy to appraiser. In 1939, while he was teaching realty appraisal at Peoria, Ill, Nelson was asked by an Iowa insurance firm to suggest a correspondent in the twin cities. Nelson recommended the new firm of his old friend, Alex Eberhardt. A few months after taking the account, Eberhardt asked Nelson to join him as a part owner. Since then, the firm has grown from two men and two secretaries to a three-office company with 40 employes—and Nelson has become full owner.

Sports is Nelson's main recreation. He played semi-pro basketball for 20 years, coached church and youth teams until about two years ago when his work began taking him out of town too often. He and a partner have been handball champions at the Minneapolis Athletic Club. He is a trustee of the Hennepin Ave Methodist Church, one of Minneapolis' largest, is a past president of Minneapolis' Society of Residential Appraisers. In MBA, Nelson has been chairman of the clinic committee which holds educational clinics annually in several cities. He is a national committeeman for VHMCP.

Boylston Bowlby Bass—he never uses his given names and friends call him 'Bus'—has also spent all his business carreer in real estate and mortgage banking, except for a World War 2 stint as an Army colonel. Bass, now 53, was born in Yukon, a suburb of Oklahoma City, majored in business administration at Oklahoma University. "I originally intended to go into home building," he says. So in 1928 he became a real estate salesman for Workman-Carlin Co in Oklahoma City, and a couple of years later organized a real estate department for another firm there. During the depression, Bass managed the five-story Key Building in downtown Oklahoma City, found time to pass bar examinations (but has never practiced law).

A National Guardsman, Bass was called to active duty in 1940, spent most of the war on the staff of Gen Walter Kreuger in Australia, New Guinea, the Philippines and finally Japan. After the war, he took over the mortgage department of American First Title Co, headed by Gen Raymond S McLain under whom Bass had served in the National Guard. In 1953, American Mortgage was spun off from the title and abstract firm. Bass became first vice president, stepping up to the presidency when McLain died. Bass' company is Oklahoma's second largest mortgage outfit (T J Bettes of Houston is No. 1), with about $7 to $10 million-a-year in originations and a servicing portfolio of over $60 million.

California builder exports ranch house to Europe

Builder-designer **Cliff May** is exporting the California ranch house to Europe—a reversal of the once-popular borrowing by US architects and builders of traditional European architecture.

His latest job is in Turin, Italy for **Gianini Agnelli,** head of the Fiat auto company there. Agnelli asked May to build for him after he saw a home the Los Angeles builder has just finished in Geneva for **William P Lear,** US aviation electronics tycoon and inventor who created an international stir in 1956 when he flew his private plane into Moscow without telling the state department first.

May has been a pace-setting designer and builder of ranch houses in California since the early thirties. And he has guarded his designs by some of the few successful copyright suits on record (Mar '55, News). He says the American touch is popular in Europe for four reasons: 1) modern kitchens and baths, 2) maximum daylight, 3) indoor-outdoor living, 4) built-in closets.

On his latest trip to Italy (to confer with

continued on p 67

New! The Andersen Strutwall...

TRADEMARK OF ANDERSEN CORPORATION

a new component that joins window and wall!

Complete factory assembly cuts installation steps two thirds, saves materials, provides tighter fit!

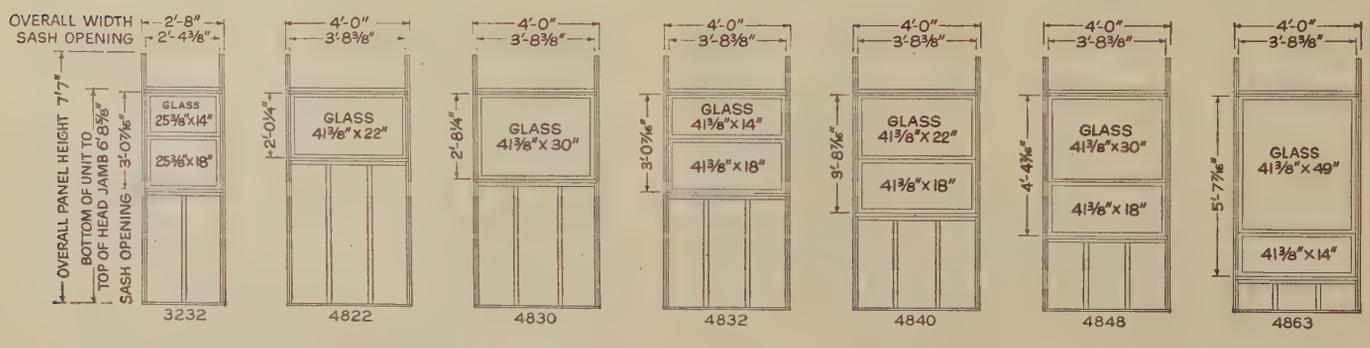
Here's a great advance in building technique for builders everywhere. A new component that makes a quality wood window an integral part of the house frame. Gives you a better installation plus lower total installed costs in any type of frame construction.

Factory assembly of load-bearing side struts, nailers and lower jack studs gives the new Andersen Strutwall unusual resistance to racking. Provides the tightest possible joining of window and wall. It also cuts framing and installation from three separate operations to one —from around 22 steps to 7. Saves material.

To install the new Strutwall, you simply cut the two load-bearing struts to fit the header construction you use. Join the component with adjacent studs. Tilt up with the wall. It's that quick and easy.

There are even bigger savings in mullions or larger multiples. You just butt new Andersen Strutwalls against each other. This provides structural support at 4-foot intervals. Nothing heavier than two 2 x 6's are ever needed in single story construction.

Use is almost unlimited. The new Andersen Strutwall fits any type of frame construction—including panel systems. It's been perfected and proved by field tests all over the country. It's sold throughout the United States and Canada. For more information, phone your local Andersen Dealer or write: Andersen Corporation, Bayport, Minnesota.



Available in 7 sizes, 2 styles! Andersen makes seven sizes of new Strutwalls, two sizes of Strutwall door frames. New window components include both famous Beauty-Line* and Flexivent® Windows.

*Patent pending



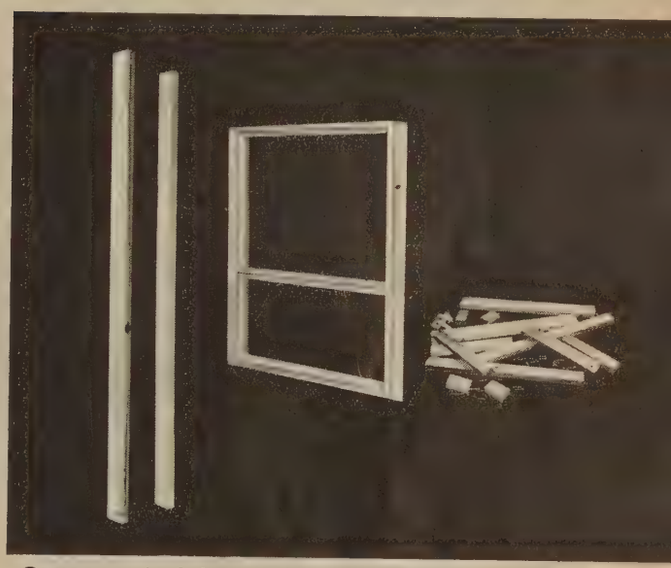
Andersen Windowalls

TRADEMARK OF ANDERSEN CORPORATION

ANDERSEN CORPORATION • BAYPORT, MINN.



Seven steps instead of 22! Simply cut two load-bearing struts to fit header construction you use. Nail Strutwall to adjacent studs, tilt up with wall. You eliminate two thirds of all conventional framing, installing and finishing steps. Save hours and dollars on every house you build or design.



Saves materials, costs less installed! New Andersen Strutwall eliminates two long cripples on the left, requires only two 2x6's instead of heavier headers in multiple openings. It also saves buying, cutting, fitting these other materials—plus waste and nails. Builders report a good saving in total installed cost over even inferior conventional windows.



Fits tighter, looks better! Because all parts of the Strutwall are precision nailed or nailed and glued at the factory, you get the strongest, tightest possible joining of window and wall. Absence of separate casing gives cleaner, trimmer lines. Also, there's more glass area in mullions and multiple openings.

WHAT BUILDERS SHOULD KNOW ABOUT

West Coast Hemlock

● In the forests of the Pacific Northwest, Hemlock grows under almost ideal conditions. Temperatures are even, moisture is plentiful.

The result—West Coast Hemlock, a *superior* species of Hemlock that produces a high quality, multi-purpose lumber product.

Builders like West Coast Hemlock because it is stiff and strong, making it ideal for light frame construction. It is easy to work and holds nails securely. It has a beautiful light color which takes paint and all natural finishes exceptionally well.

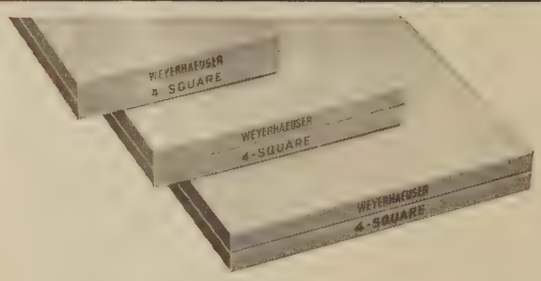
Weyerhaeuser 4-Square West Coast Hemlock is produced in a wide range of items for framing, sheathing, flooring, moulding, trim, paneling, and in a variety of siding patterns.

Try West Coast Hemlock. Find out for yourself why this "ability" wood is popular with builders everywhere. Ask your Weyerhaeuser 4-Square Lumber Dealer for details, or write for literature.

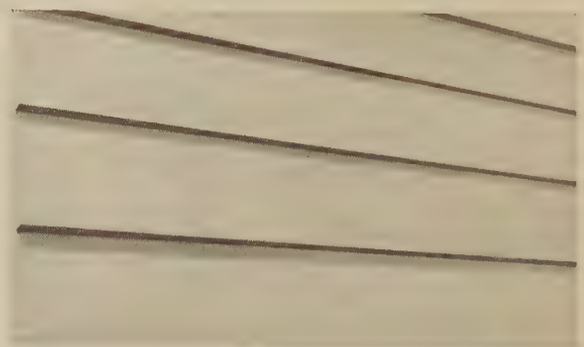


Weyerhaeuser 4-SQUARE®

LUMBER AND BUILDING PRODUCTS



BOARDS—Seasoned before surfacing to size. Available in grades and sizes for many uses.



SIDING—Durable 4-Square Hemlock is available in a variety of patterns and grades.

Basically better because...

IT'S KILN-DRIED

You can rely on Weyerhaeuser 4-Square trademarked West Coast Hemlock because it has been properly seasoned by scientifically controlled drying methods.

Also, West Coast Hemlock has earned the name "ability" wood because of its wide usability, wearability, and workability. Here are just a few of the popular specialty uses for this versatile product: shelving, furniture, cabinets, ironing boards, paneling, food containers, cold storage plants, kitchen work surfaces. Since West Coast Hemlock actually toughens with age, it is excellent for flooring; and, of course, it is ideal for all framing needs.

It will pay you to ask your Weyerhaeuser 4-Square Lumber Dealer to show you how West Coast Hemlock can fill many of your construction needs.

Weyerhaeuser Sales Company

FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA

continued from p 63

Fiat's architect **Amedeo Albertini,** who will collaborate on the house), May picked up two more ranch house jobs in France.

Language is no barrier. May speaks neither French nor Italian, communicates with local architects and builders "mostly by touching a wall or bricks, then trying to talk."

Opposition by the US Savings & Loan League to his plan to have supermarkets accept deposits has led Chairman **Morton Bodfish** of Chicago First Federal S&L to join the Natl League of Insured Savings Assns.

Bodfish, who was the US League's first full time executive, for many years executive vice president and finally board chairman, has not yet quit the US League but its officials expect he will withdraw at next dues' time.

First Federal set up a "shop-save service" in nine National Tea markets last winter. Shoppers can open a First Federal account, apply for a withdrawal or ask the customer-service attendant to mail in a deposit or loan payment. The Home Loan Bank Board, which has never authorized S&L branches in Illinois because the state does not allow branch banking, ordered Bodfish to stop. It contends the shop-save service amounts to setting up agencies without HLBB approval. Both sides are in federal court to settle the row.

The US League and the Illinois Federal Council of S&Ls, have announced they would sponsor legislation to "plug a loophole in the law" if the court fight shows Bodfish was on legally safe ground in letting supermarkets take deposits.

James R McCarthy, 38, staffer in San Francisco's planning department since 1941, moved up to the $16,500 a year director's job vacated by **Paul Oppermann,** who quit to become executive director of the Northeastern Illinois Metropolitan Planning Commission.

MANUFACTURERS: **William C Wichman** was appointed general manager of GE's Hotpoint division, succeeding **John C Sharp** who tired; **W R Tappan** moved up from executive vice president and general manager to president of Tappan Co, succeeding **Alan P Tappan,** who was elected board chairman.

Builder **Bruce S Blietz** of Wilmette, Ill won NAHB's distinguished service award for his work as head of its Producer's Council committee in 1956-7.

DIED: **Norman Hunter,** 52, architect and national president of the Construction Specifications Institute, May 24, in Fullerton, Calif; **Charles E Joern,** 51, realtor, developer and 1957 president of the Urban Land Institute, May 25 in Minneapolis; **Thomas A Collins,** 69, former chairman of Norwalk, (Conn) Housing Authority, June 1 in Norwalk; **Peter V Cloke Jr,** 50, mortgage secretary of Guardian Life Insurance Co, of cancer, June 2 in his home at Montclair, N J. Able and well-liked, Cloke had been with Guardian Life for 26 years. He was a graduate of the Wharton school of finance, University of Pennsylvania. Long active in MBA, he was a member of the trust committee this year, attended one of its meetings in February. He fell ill just after returning home; **George P Shutt,** 63, retired director of development at Franklin & Marshall College, Lancaster, Pa, longtime (1932-53) advertising director of ARCHITECTURAL FORUM and first advertising director (Jan-Sept '52) of HOUSE & HOME, June 13 in Lancaster.

MATERIALS & PRICES:

No rush to buy before possible price upturn

Building materials prices may be near bottom and beginning an upturn. But neither dealers nor builders seem anxious to cash in on the fact by accumulating an inventory.

That's the finding of a HOUSE & HOME survey of builders and dealers across the country last month.

For dealers, it is mostly a case of too-big inventories in the past, a fact most of them realized only when business got tough. Dealers have cut inventories steadily over the last year. The Natl Retail Lumber Dealers Assn's latest survey of retail stocks shows they were down 10% from a year ago at the end of April. And many dealers would like to cut lumber stocks still lower—to a quarterly turnover "which we're definitely not doing now" suggests Fred Ludwig of Merritt Lumber Yards, Reading, Pa.

Few builders, except the very biggest, like to stockpile. And although many of them recognize prices are good right now, they are still "buying on the basis of immediate needs," says Dealer Paul DeVille of Canton, O. Reasons: 1) market uncertainty; 2) they shy away from tying up capital.

Manufacturers announce price changes: up & down

Building materials prices show a mixed pattern. Items:

- Asphalt roofing has been boosted by several major manufacturers. Increases range from 10 to 28%. "It will bring prices back to last fall's level," says a spokesman for Barrett, one of the firms affected.
- Insulating board is up 2 to 8%. All major lines are affected. "They have been underpriced," says one builder, "to crack plywood's sheathing market."
- Hand power tools in Sears-Roebuck's "Craftsman" line are down 22% (highest cut: 33%). Sales Manager Lou Kenny says he expects other companies to follow Sears' lead, but doubts the cuts will be as big.
- Copper water tube, types L & M, has been cut 18½% by domestic producers. The cut was forced by foreign competition which has undersold US firms as much as 23%.
- Asphalt and vinyl asbestos floor title prices were raised 3 to 3¼% July 1 by several major producers, the first change since prices were cut 10% a year ago. At the same time, Flintkote announced a 3% volume rebate to dealers and flooring contractors who buy over 100,000 lb of tile (about 80,000 sq ft) in six months. "It recognizes the importance of the flooring contractor," says President George J Pecaro.
- All-vinyl tile prices were cut 6% by Armstrong Cork at the same time it upped prices of its cheaper lines.

MATERIALS BRIEFS

Lumber prices stay low

Lumber prices continue soft. They picked up in May, as is normal when the home building season starts. But the spurt came later than usual, was less than last year. Last month, prices slipped slightly and appear to have settled.

Std & btr green fir studs sold for around $56M at Western mills (about the same as last year and some $12 below this time in 1956 when lumber prices started to slide). Some dealers expect slight increases in dimension lumber prices through summer and fall. Reason: both Western and Southern mills have been booking orders faster than they are producing.

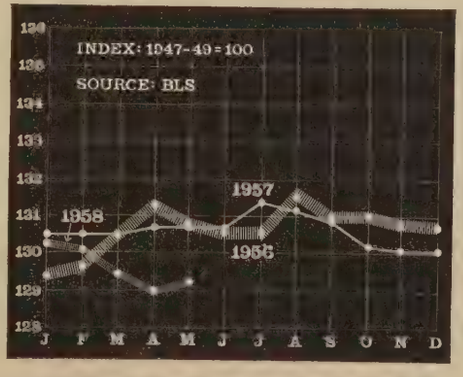
"Many manufacturers believe the market has hit its present bottom," says President Floyd McGowin of Natl Lumber Mfrs Assn.

Plywood sales off

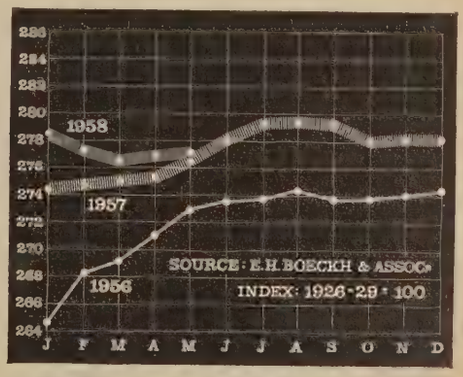
Fir plywood sales still worry producers. During the winter and early spring, sales were so poor that price-boosting efforts did not take (plywood prices are extra sensitive to sales).

Price of sheathing grades increased as housing starts picked up through May and June (⅝" CD went from $93 to $102 M in two quick jumps). But the new price is still short of last year's $108.

Price of ¼" AD sanded plywood has still not really recovered from its spring slump to $64M (a year ago it was $72). Evans, Georgia-Pacific, US Plywood & Simpson last month boosted their price to $68. But "the test . . . will come in July," says one firm. "We are banking on vacation shutdowns helping to hold . . . the higher price level."



MATERIALS PRICES rose slightly in May for the first time since January. The new mark is 129.2 (the April figure, originally reported as 129.3, was revised to 129.0). Asphalt products rose 2.8%. Lumber went from 115.7 to 115.9.



RESIDENTIAL BUILDING COSTS went up again by 0.4% to 277.3 in May. The increase was due to labor's annual wage boosts. Col E H Boeckh reports materials prices "stable—though you can't tell what's happening under the counter."

Proved Sales-Making Idea that you can take hold of and Use Right Now...

"THE

Singly, every item on that right-hand page *deserves* its place in the homes you build. But it's the Idea that counts! Buy the whole package and you've got "THE HOUSE OF EASE"...nationally advertised...promoted locally by more and more builders...outselling otherwise similar models by 4 to 1 *even at higher prices!*

"THE HOUSE OF EASE" captures the imagination...pulls in prospects. And it clinches sales with hard facts...the maintenance-free exterior that never needs painting, almost eliminates upkeep costs; permanence that keeps values up; a Reynolds-Wrapped home that costs less to heat and cool. You're backing luxury with logic...a combination that always wins!





Write for consumer folder available for distribution by "HOUSE OF EASE" builders. Reynolds Metals Company, Richmond 18, Va.



Remember, you've got a Star Salesman in REYNOLDS WRAP...greatest home demonstrator of aluminum...standard-bearer of the Reynolds name!

Watch Reynolds All-Family Television Show "DISNEYLAND", ABC-TV.

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HOUSE OF EASE"



Major products in the "HOUSE OF EASE" package... made by leading manufacturers:

1. Ductwork of Reynolds Aluminum, to save up to 10% on heating and cooling.
2. Gutters and Downspouts of Reynolds Aluminum—never need painting.
3. Siding of Reynolds Aluminum, baked enamel finish, many colors. All nails aluminum, too.
4. Shingles of Reynolds Aluminum—the permanent roof, heat-reflective.
5. Flashing of Reynolds Aluminum—rust-free, non-staining, low cost.
6. Attic Vents of Reynolds Aluminum.
7. Windows of Reynolds Aluminum for lasting beauty and performance.
8. Doorknobs, all exterior and interior hardware—beautiful Reynolds Aluminum.
9. Thresholds of Reynolds Aluminum.
10. The TRIPLE PLUS* of Reynolds Aluminum Foil on famous brand batt or blanket insulation—and on wallboard, too.
11. Exterior Trim and Soffit—no warping or rust streaks, low-cost installation.
12. Sliding glass doors—always smooth-operating.

Other items are Combination Storm Doors and Windows, Awnings, Shower Frames, Tub Enclosures, Vent Flues and Chimneys, Grilles and Registers, Shutters, Tile.

*The TRIPLE PLUS means (1) Cooler in Summer; (2) Warmer in Winter; (3) Moisture Control. It adds up to More Comfort at Least Cost! Trademark reg. in U.S. Pat. Off.

ALUMINUM

The Finest Products Made with Aluminum are made with REYNOLDS ALUMINUM

"Time is money in this save us plenty

says W. E. Walter, president
W. E. Walter Co., Inc.
Detroit, Michigan



W. E. WALTER COMPANY'S F-100 Styleside pickup with 8-foot body carries men and materials to the job in style.

"Our work can't wait, and FORD trucks get us there fast and economically!"

"We handle regular light construction jobs, specializing in on-the-spot repairs to buildings with fire or wind damage. Trucks are an important part of our operation and since we normally have two men per truck, we must get to the job with the minimum amount of delay.

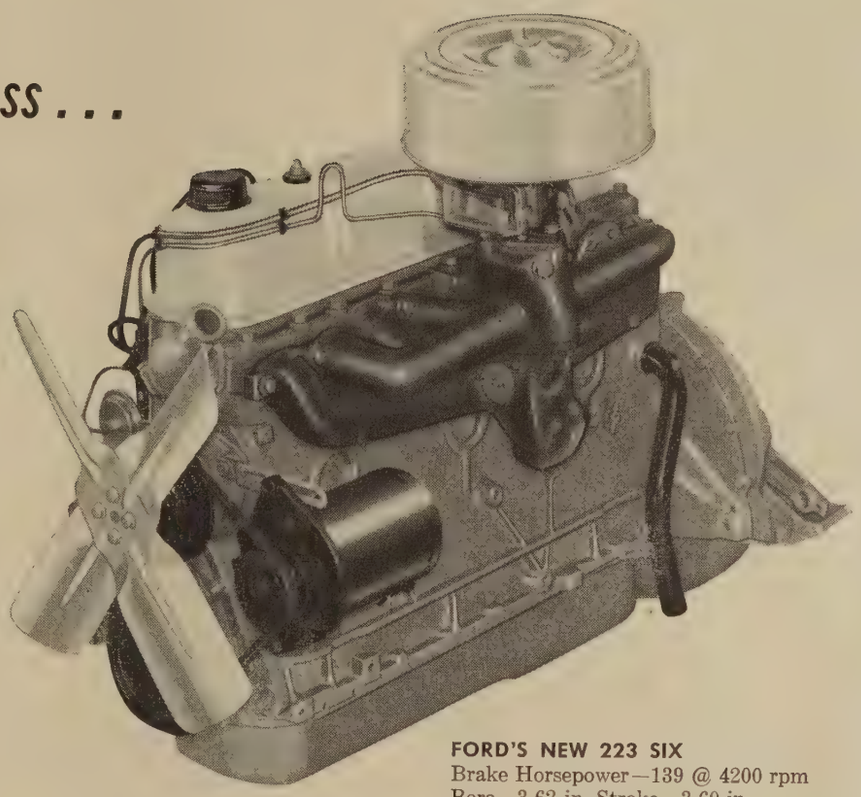
"Our Fords not only get us there quicker, but their big 8-foot box carries enough materials and equipment to take care of our average job in one trip. Our drivers like the way Ford's new Six engine moves through traffic and we are very pleased with its operating economy. In fact, their performance is so outstanding we're adding two more '58 Ford trucks to our fleet."

Official registrations show . . .

AMERICAN BUSINESS BUYS MORE FORD TRUCKS THAN ANY OTHER MAKE!

business and our Fords of both!"

Whatever your business . . . there's a FORD truck for your special needs!



FORD'S NEW 223 SIX
Brake Horsepower—139 @ 4200 rpm
Bore—3.62 in. Stroke—3.60 in.
Displacement—223 cu. in.

Official registrations for 1957 show that *American business buys more Ford trucks than any other make.* There are many reasons for this popularity . . . many reasons for *you* to make your next truck a Ford!

To begin with, Ford offers a complete line of over 360 truck models, ranging from pickups to giant tandems. And there are Ford Dealers almost everywhere, ready to help you select the truck best suited for your individual job. They're ready with modern service facilities, trained mechanics and low-priced Ford parts to keep your trucks on the job, earning for you.

Ford trucks are your best buy, too! Ford's initial costs are *low* and resale value is traditionally *high*. Modern Ford Styleside pickups, for instance, are the lowest priced with full cab-wide body . . . giving you 23% more loadspace than any traditional type pickup.

Only Ford offers the economy of Short Stroke power in all engines, Six or V-8. And from pickups to two-tonners, the new Ford Six features an economy carburetor for up to 10% greater gas mileage. It's plenty peppy too, with more horsepower per cubic inch than any other six in its class. And Ford's rugged cab and chassis construction means these new '58s are built to last. All this plus the proven fact that Ford trucks last longer adds up to America's No. 1 truck value.

See your local Ford Dealer for the latest in '58 trucks or the best in A-1 used trucks.

FORD TRUCKS COST LESS

LESS TO OWN . . . LESS TO RUN . . . LAST LONGER, TOO!

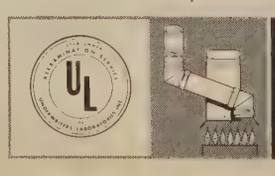


Quality symbol of gas vent safety, the Metalbestos "Safety Seal" means an all-Metalbestos gas vent, installed according to the scientifically-proved Metalbestos "Safety System."

Placed on the vent above an appliance's draft hood, this red-and-black seal is a visible reminder of permanent, trouble-free gas venting in your homes . . . affirms your building integrity and attention to safety.

Discover how the new Metalbestos "Safety System" can lower vent installation costs . . . meet every gas vent problem. Write Dept. D-7.

Stocked by principal distributors in major cities. Factory warehouses in Akron, Atlanta Dallas, Des Moines Chicago, New Orleans Los Angeles Woodbridge, N. J.



METALBESTOS DIVISION
WILLIAM WALLACE COMPANY · BELMONT, CALIF.

Letters

"How to sell"

Congratulations on your May merchandising issue. We found many ideas to incorporate in our new development.

SAM H KAUFFMANN
Brown & Kauffmann, Inc
Palo Alto, Calif.

. . . one of the finest and most comprehensive selling guides ever put together in one concise form.

LEONARD C NIESE, *manager advertising & sales promotion*
Bird & Son, Inc
East Walpole, Mass.

If any builder cannot find items of particular use to him, then there is something wrong with the builder.

RAY K CHERRY
Hadley-Cherry, Inc
Los Angeles

Your May issue is terrific. Since it first appeared here in Phoenix, copies have become scarce and we are receiving requests for them daily.

LEO Z SHERMAN, *director of advertising*
Salt River Project

I would like to have eight copies for use by our salesmen and staff as a day-to-day reference file.

ERNEST G FRITSCHE, *builder*
Columbus, Ohio.

Is it possible for us to purchase reprints of this article to give to our local home builders?

J HARRY JEANES, *president*
First Federal Savings & Loan Assn of Waco

. . . If reprints are available we would like some two to three hundred.

NORMAN JACOBSHAGEN, *advertising manager*
Kansas Gas & Electric Co.

Sorry. Because "How to Sell" filled most of the issue, reprints are not feasible. But a few copies of the complete issue are still available. —ED.

Yours is the first trade publication to take steps to capitalize on landscaping as a means of selling houses.

H P QUADLAND, *director of information*
American Assn. of Nurserymen

I would like to tell you how much satisfaction I am getting from HOUSE & HOME. In particular, the April and May issues were packed with information.

MICHAEL C DAHM
Dahm Realty Co, Inc
Fort Wayne.

Your May issue couldn't have been better timed. I have used many of your ideas in my new LFI models. In fact, the first model to sell was a "personalized home" like the one on *p 122* of your May issue.

MITCHELL DRAKE, *developer*
Pensacola, Fla.

No sale

The May issue of HOUSE & HOME is not only an *abomination,* it is a joke!

If you have a favorite scrap paper drive, please let me know.

HANS M GEYER, *architect*
Racine, Wis.



Bright good looks in prime windows of Alcoa Aluminum give your home a stylish, modern appearance. Their light weight and precision fitting make them easy to install.



Brighter living, too, because precision-fitted aluminum windows save fuel, add comfort and require no upkeep. They never stain or warp. Painting is never necessary.

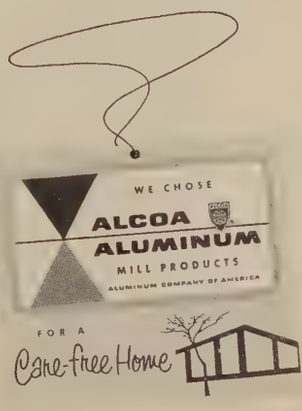
Install aluminum windows...sell *Care-free* living

When you install prime windows of Alcoa® Aluminum in your homes, you give both yourself and your customers a break. Lightweight, easy-to-handle aluminum windows are precision-fitted to cut down installation time. No painting is required. Homeowners get smooth opening and closing in any weather. And prospective buyers respond immediately to the extra bonus of comfort and Care-free living represented by easy cleaning . . . freedom from upkeep . . . permanent elimination of warpage and rotting. Help yourself to more sales . . . help your customers to more Care-free living. Make sure all your homes feature aluminum windows made from Alcoa Aluminum.

Like all building products of Alcoa Aluminum, prime windows bear this Alcoa Care-free tag. Look for it on the aluminum windows you install. Aluminum Company of America, 1969-G Alcoa Building, Pittsburgh 19, Pennsylvania.



"ALCOA THEATRE"
Exciting Adventure
Alternate Monday Evenings





Tile all around the bath is standard with all Wenwood City homes—a plus value that is expected and demanded by homebuyers these days.



The eye of your woman homebuyer prospect would immediately translate this kitchen tile wainscot into "easy maintenance" and "no replacement costs" for the life of the home.



Striking designs by architect Stanley Shaftel formed the basis for the tile installation on the dining room wainscot.

How Ceramic Tile Helps Sell $10,990 Homes at WENWOOD CITY, Selden, L. I.

Designed by STANLEY J. SHAFTEL, A.I.A.

East Coast builder Sidney Weniger used ceramic tile generously in the model home at his 1200-unit Wenwood City—at Selden on Long Island, New York. Installations of ceramic tile in the bath, kitchen and dining room of his $10,990, 3 bedroom ranch house caught the eyes of homebuyer traffic. Ceramic tiled baths are standard in Wenwood City. Ceramic tile in the dining room and kitchen was offered on an optional basis, the modest cost to be added on the mortgage in the same way as clothes dryers, dishwashers and other potent plus home values for today's competitive home market.

Traditionally a mark of quality homes, ceramic tile is being used in more and more home areas by builders who recognize its sales-making potential. Why not consider using more tile in logical areas in your next project? Your local tile contractor will bring you up to date on new, cost-saving developments in adhesive installations and in the new dry-curing, thin-setting bed mortars. See him soon! Experience proves ceramic tile moves homes faster.

FREE BROCHURE: "*Ideas Unlimited—Volume 2*", *showing ceramic tile applications that will help you sell homes faster. Write Dept. K-758, any address below.*

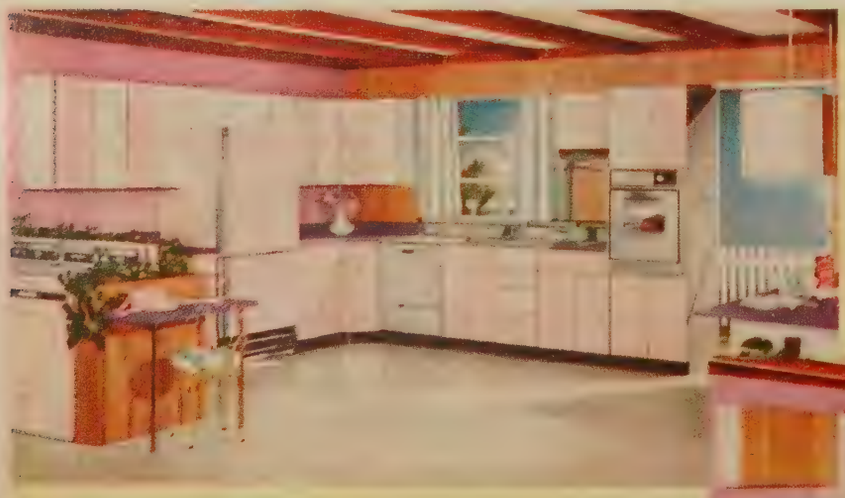
The Modern Style is CERAMIC tile

TILE COUNCIL OF AMERICA, INC., 800 Second Avenue, New York 17, New York • Room 933, 727 West Seventh Street, Los Angeles 14, California • Room 220, 3409 Oak Lawn Avenue, Dallas, Texas. **Participating Companies:** American Encaustic Tiling Co., Inc. • Atlantic Tile Mfg. Co. Cambridge Tile Mfg. Co. • Carlyle Tile Co. • General Tile Co. • Gladding, McBean & Co. • Jordan Tile Mfg. Co. • Lone Star Ceramics Co. • Monarch Tile Mfg. Inc. • Mosaic Tile Co. • Murray Tile Co., Inc. • National Tile & Mfg. Co. • Olean Tile Co. • Pacific Tile and Porcelain Co. • Pomona Tile Mfg. Co. • Ridgeway Tile Co. • Robertson Mfg. Co. • Sparta Ceramic Co. • Stylon Corp. • Stylon Southern Corp. • Summitville Tiles, Inc. • Texeramics, Inc. • United States Ceramic Tile Co. • Wenczel Tile Co. • Winburn Tile Mfg. Co.

Newest cooking center



RCA WHIRLPOOL built-in ranges are designed for simple, fast, economical installation . . . and are available for gas or electric operation. You have a choice of several oven models and surface unit models to give complete versatility in kitchen planning. There's a choice of color to enhance the most modern decor, too . . . brushed chrome, copper tone, pink, or yellow for the ovens . . . and brushed chrome, pink, or yellow for the surface units.



everything for MODERN

New decorating flexibility! Now you can have mixed color or solid tone kitchens . . . and change them when desired in seconds from one to another without tools. Select-A-Door cabinets are of steel with snap-on wood doors and drawer fronts in 5 modern colors.





Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

for modern kitchens...

1958 RCA WHIRLPOOL built-in gas and electric ranges offer exclusive, automatic cooking conveniences never before available in built-ins!

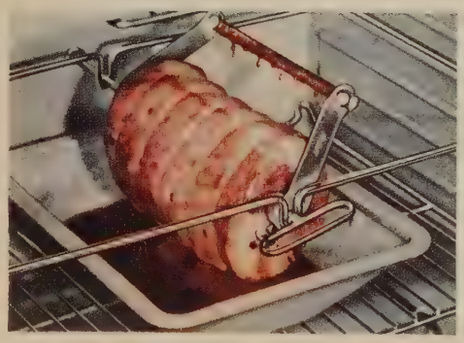
Now, in addition to the most modern design, these new RCA WHIRLPOOL built-in ovens and surface units have buy-appeal beyond compare! Complete with the newest features, they're the perfect answer to every woman's wish for truly automatic cooking.

For time-saving convenience there's nothing to beat the exclusive, automatic Roto-Baste, Meat Probe, and "2-Set" clock timer.

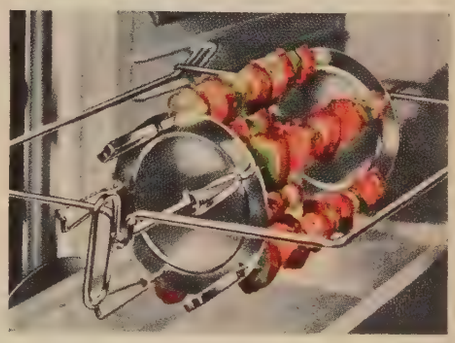
For creating new and unusual dishes there's the new automatic Ka-Bob, rotisserie, and radiant-heat barbecuing.

And, for perfect surface cooking every homemaker will appreciate the full range infinite-heat controls, the flash-heat electric range unit, and the thermostatically controlled unit.

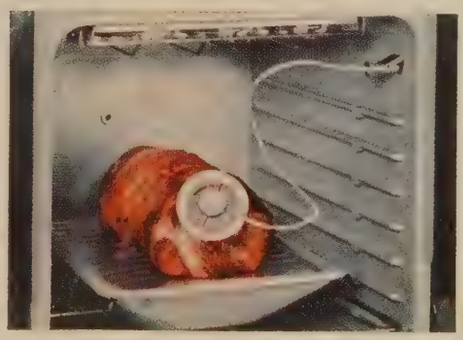
All these, and many more outstanding features, will make RCA WHIRLPOOL built-in ovens and surface units first choice with homemakers in 1958. That's why you'll find more and more modern kitchens equipped with the newest and finest ovens and surface units . . . RCA WHIRLPOOL!



New exclusive Roto-Baste automatically scoops up juices and spreads them evenly over meat.



New automatic Ka-Bob cooks 5 skewers of delicious shish-kabobs on all sides automatically.



Built-in automatic Meat Probe watches doneness of meat ... makes roasting super-accurate.



Thermostatically-controlled surface cooking ends pan-watching, scorching, boilovers.

KITCHENS with one brand name RCA Whirlpool

The complete RCA WHIRLPOOL line includes built-in and free-standing appliances in gas and electric models plus standard wall, base, and specialty cabinets. Each product is engineered for easy, fast, economical installation. All are available from one supplier who is ready to give you expert planning assistance, merchandising aid, and fast delivery. And, you'll install products with one brand name, nationally known for quality performance and wanted for dependable service . . . RCA WHIRLPOOL!

RCA WHIRLPOOL Home Appliances
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Contract Sales Division.
Whirlpool Corporation, St. Joseph, Michigan

Please send me complete information about RCA WHIRLPOOL kitchens and the complete line of appliances including new No-Frost refrigerator-freezers.

NAME_____ TITLE_____

FIRM NAME_____

FIRM ADDRESS_____

CITY_____ ZONE_____ STATE_____

(HH-7)

For the package deal at a package price . . . it's RCA WHIRLPOOL!



GEMLIKE BEAUTY PLUS

LASTING PRACTICAL VALUE

...YOUR ASSURANCE OF

Fast Moving Sales!

RICHMOND

The Fastest Growing Name in Plumbing Fixtures

The perfectly matched color of Richmond Fixtures, their lifetime design and performance... these are strong selling points for *you*—whether your customers are building, remodeling or merely replacing present facilities. The wide range of Richmond styles (Vitreous China, Enameled Cast Iron and Steel), Richmond's seven non-fading colors and famous "Whiter-White" enable you to suit any customer's preference.

And, tied in with national consumer advertising, Richmond gives you powerful selling aids, as well...in-store displays, eye-catching streamers, newspaper advertising mats, suggested radio and TV commercials, hard-sell consumer booklets and brilliantly colorful direct mail pieces.

Promotion... plus topnotch quality... makes it *doubly easy* to sell Plumbing Fixtures by Richmond!

RICHMOND
PLUMBING FIXTURES
Division of Rheem Manufacturing Company
16 Pearl Street, Metuchen, N. J.

RICHMOND CREATES THE FINEST BATHROOM AND KITCHEN PLUMBING FIXTURES • HEATING EQUIPMENT
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Julius Shulman

This is what middle-market buyers see when they walk into the living room of a $17,500 house at Murray-Sanders' College Park. Inside and out, there is an atmosphere of luxury. The expensive light fixture, the sandstone fireplace, the sliding glass doors to the terrace, the fenced and landscaped backyard—all are marks of custom-like quality and elegance in a merchant-built house.

Reported by Ed Birkner

Here's luxury for the middle market

By offering quality, variety, and elegance at repeat-order prices, a smart building team taps the growing market of middle-income families

When Partners Ian Murray and Cedric Sanders started their College Park community, they were pretty sure they had picked an area (Costa Mesa, Calif) with a steady middle-income market. But it turned out to be even steadier than they expected.

College Park started fast—75 sales in the first three months. Then, as mortgage money got tighter, volume dropped. But it didn't keep dropping. Instead, it leveled off at 12 to 15 sales a month. By mid-June, only 35 of the 324 houses were unsold.

Of course, the right location paid off. But more important, Murray and Sanders designed the right product at the right price. Their middle-cost houses ($16,800 to $18,150) sell well because they have what the middle-income market wants: the extras and overtones of custom-built homes.

Even other builders are surprised at the custom qualities in Murray-Sanders houses

"These are the best houses I've seen in California," said George Goodyear, then NAHB president, after visiting College Park.

"I don't think you could find a better house for the money anywhere," said Ray Cherry of Los Angeles, who also builds bargains but in a lower price range (H&H, April '58). "And these builders sell their houses with the aplomb and approach of Cadillac salesmen. Their merchandising is as good as their houses." (For samples of Murray-Sanders merchandising, see H&H, May '58.)

It takes a lot of ability to design and build houses that impress leaders like Goodyear and Cherry. Murray and Sanders have what it takes. Both are long on experience, but in different—and complementary—areas. Murray has a hefty background in building, banking, and mortgage finance. Sanders is a former custom-house designer, a former owner of a home manufacturing firm.

Says Murray: "Sanders' prefab and custom-house experience serves him well in this market. He knows more about design than most tract builders. And, unlike a lot of otherwise good designers, he keeps a sharp eye on costs. That, coupled with my own building and banking experience, makes us a pretty good team."

How do you get luxury for the middle market? Here's the Murray-Sanders success formula:

"Make your houses look big, expensive, and different from each other." .....p 82

"Vary your plans to get individuality on the inside." .....p 84

"Pack your kitchens with thoughtful extras that appeal to knowing housewives." .....p 86

"Build convenience into your laundry areas." .....p 88

"Add distinctive details to your bathrooms." .....p 89

"Look for ways to put the custom-house stamp on every room in your merchant-built houses." ....p 90

Adds Sanders: "You can afford luxury if you engineer your houses for economy." .....p 92



SECOND-BEST SELLER is this $16,800 house with garage in front.



THIRD-BEST SELLER ranges in price from $16,800 to $17,100.



FOURTH-BEST SELLER ($17,000) has garage at right angle to street.



SLOWEST SELLER ($16,800 to $17,100) has semi-detached garage.



BEST-SELLING MODEL in College Park is highest-priced ($17,800 to

"Make your houses look

Take these College Park houses for example:

Each looks bigger and more expensive than it is. Even other builders are surprised when they find out that all but the one above are priced below $17,500.

Each looks different from the others. Yet four of them (left) have the same size living area (1,400 sq ft) and are built on the same rectangle (28′x50′). The fifth (above) is only slightly larger (1,566 sq ft) and varies only slightly from the basic rectangle.

What gives these houses their big expensive look? Designer

Photos: Julius Shulman



$18,150). It has extra-large family room, den that doubles as fourth bedroom. "Kissing Couple" sign (above) is College Park trademark.

big, expensive, and different from each other"

Sanders puts it this way: "I keep the plate line as low to the finish grade as possible. My plate height is 7'5" and I build on slab. This gives a sense of width and space.

"To carry out the lengthening effect, I also accent horizontal lines and minimize vertical lines. And I use a minimum of decorative materials on the front elevations. If you mix two or more materials of different types, you're apt to cut up and shorten a house."

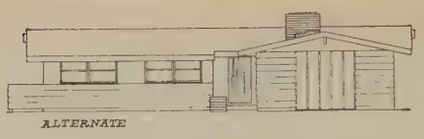
How does Sanders individualize his exteriors? He gets maximum difference from minimum changes like these: 1) he varies house-garage relationships; 2) he sites his houses differently—turns some long end and some short end to the street; 3) he makes slight fenestration changes in some models; 4) he varies the porch-like canopy on the end wall of each house; 5) he puts different masonry planters around each entry; 6) he uses the same siding material in three different ways (see details, *p 93*).

Individuality doesn't stop at the front doof of Sanders' houses. Inside, too, he gets maximum difference from minimum change. To see how, turn the page.

continued

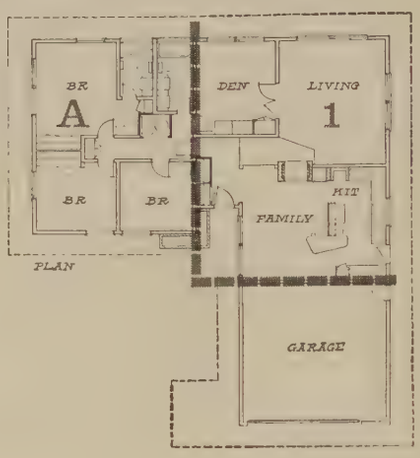


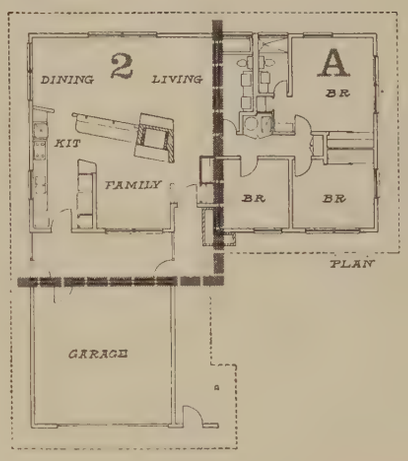




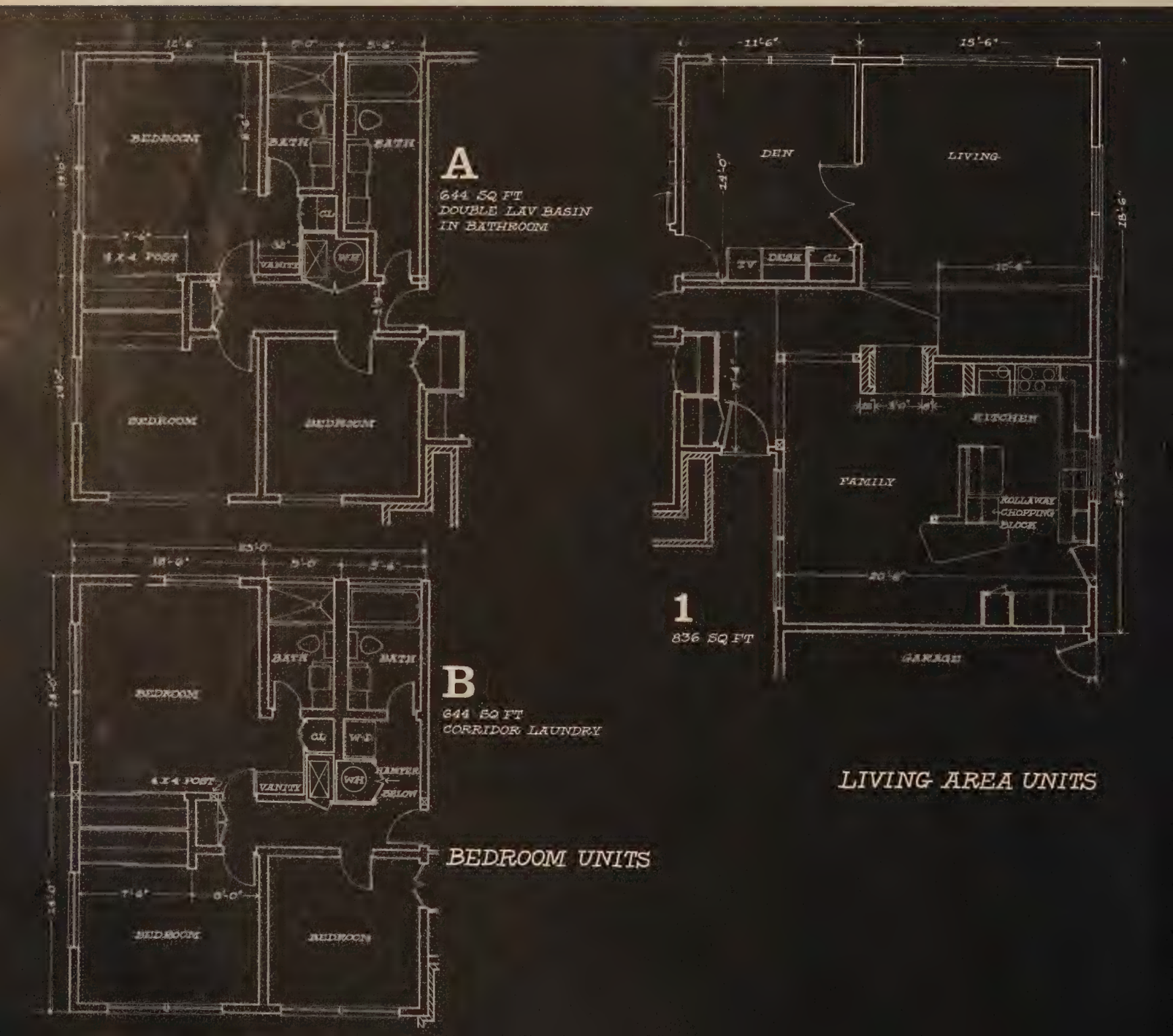


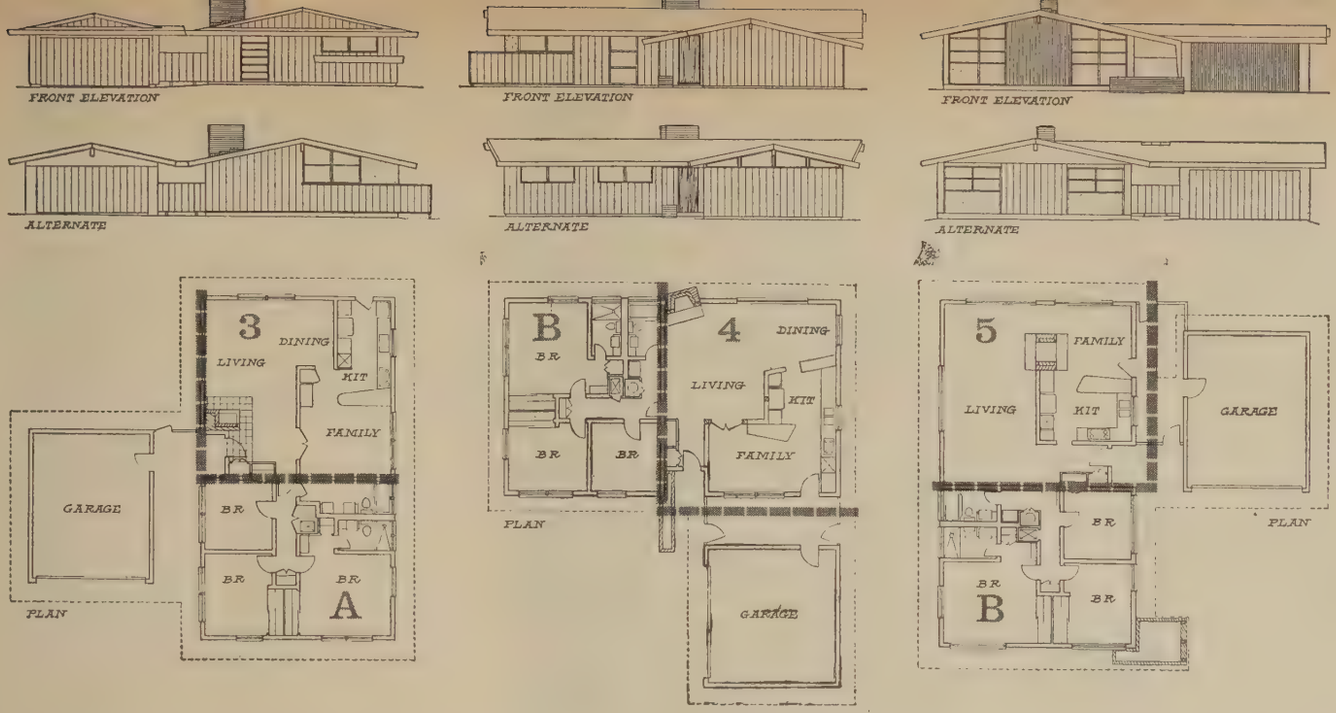
"Vary your plans to get individuality on the inside"



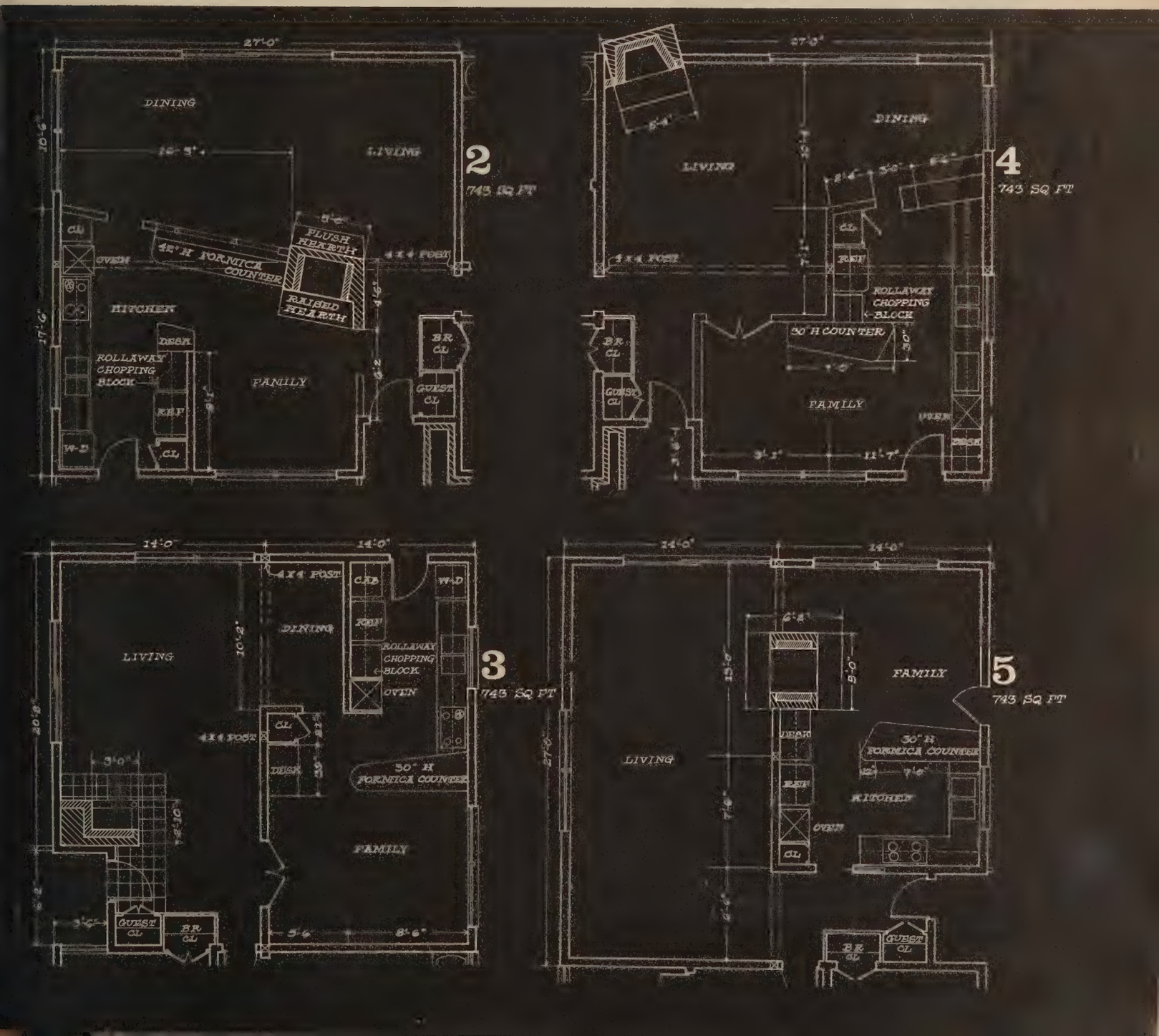


By combining either of two bedroom units with any of five living units,





Designer Sanders gets maximum difference from minimum change in plans





Photos: Julius Shulman

OPEN KITCHEN—seen from near front entry of one College Park house and framed between family-room fireplace and translucent space divider—gives an immediate sense of custom-house luxury. Exposed beam and sloping ceilings are also characteristic of many individually designed California homes.

"Pack your kitchens with thoughtful extras that appeal to the knowing housewife"

Years of experience with custom houses showed Designer-Builder Sanders what the woman who can afford luxury extras wants in a kitchen. When he switched to development building, he set out to put the same sort of extras in more modestly-priced for-sale houses.

The pictures on this and the facing page show how well he has succeeded. His kitchens are packed with thoughtful touches that catch the housewife's eye. And, as you'll see on the following pages, he doesn't stop there. Throughout his houses, he includes the kind of designs and materials that give a feeling of elegance, the kind of built-in extras that make day-to-day living easier for middle-market families.



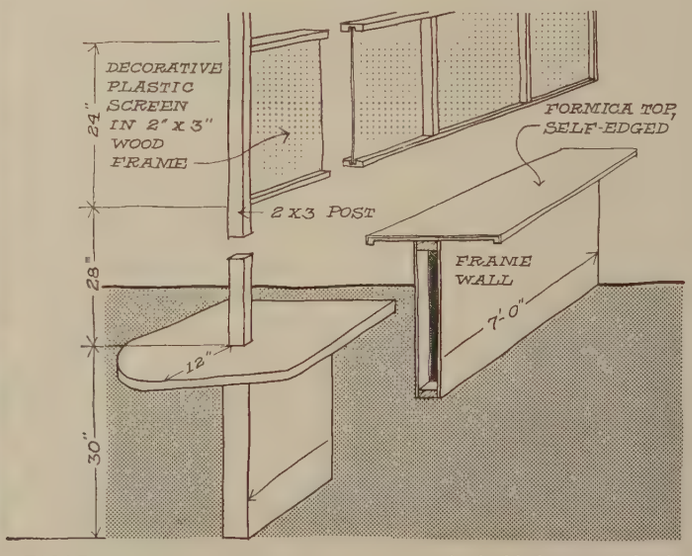
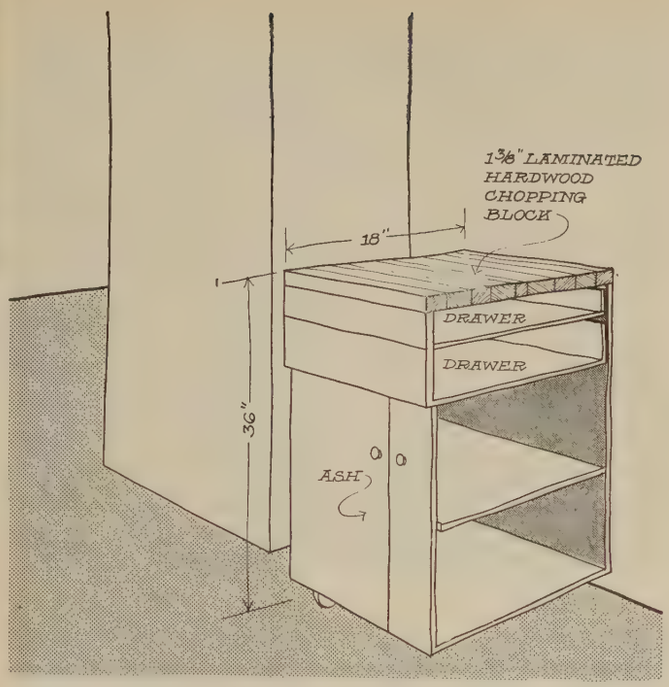


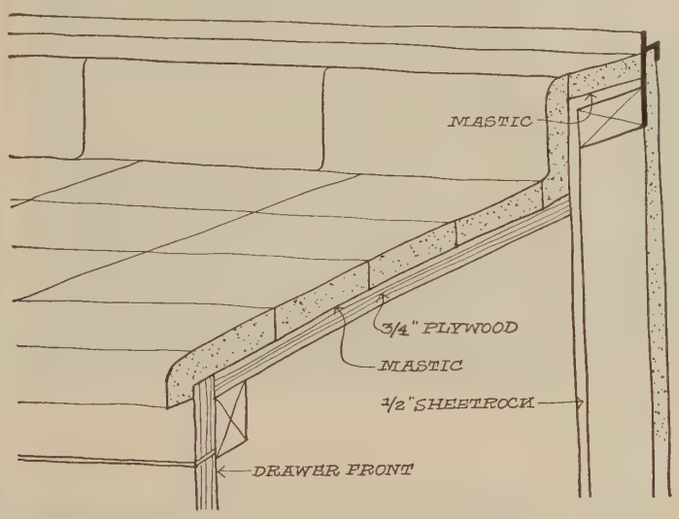
TABLE-HEIGHT DINING COUNTER serves both kitchen and family room, foreground. Combined with decorative plastic screen, it defines limits of each room, yet lets each borrow space from the other.





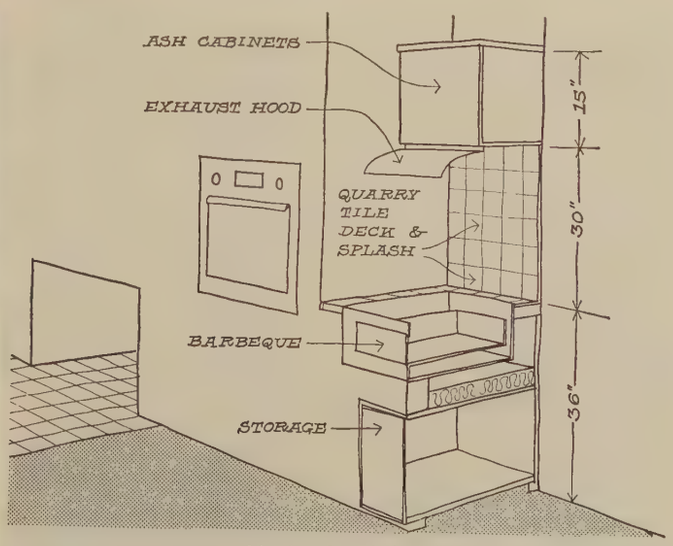
CABINET ON CASTERS is a self-storing unit that does double duty as a kitchen counter and cabinet and as a rollaway serving cart. Its top surface is a laminated hardwood chopping block.





TEXTURED COUNTERTOP and coved backsplash are made of oversized ceramic tiles. Rounded corners and edges don't catch dirt, so cut cleaning time. Backsplash eliminated need for trim under window.

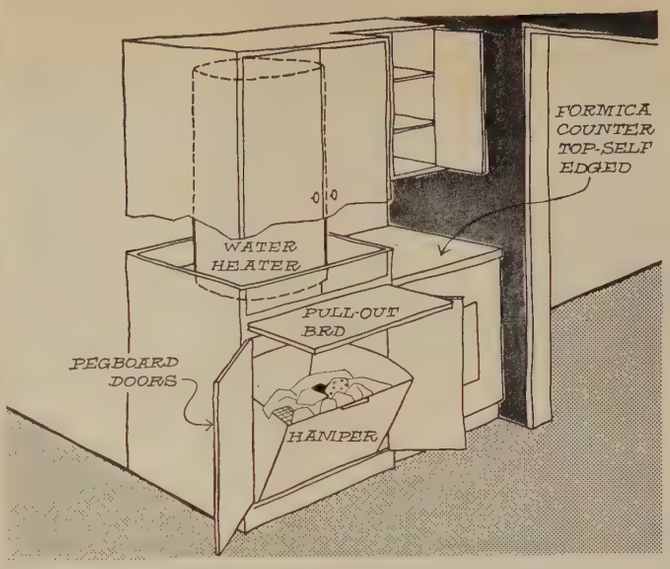




CHARCOAL BROILER with electric spit is a kitchen feature in College Park's fastest selling model. It's vented by the same hood as the range. Clever touch: charcoal storage compartment under the barbecue unit.

continued

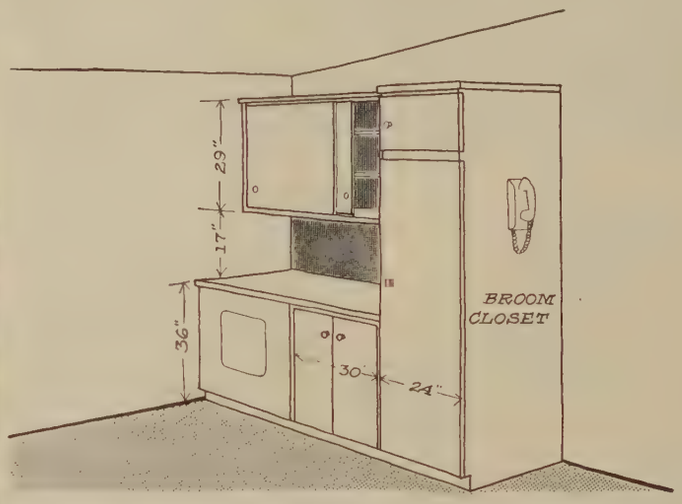




CORRIDOR LAUNDRY with combination washer-dryer, is used in models with the "B" bedroom wing (*p 84*). To save space, hot water tank is put on a platform, with clothes hamper built in under it.



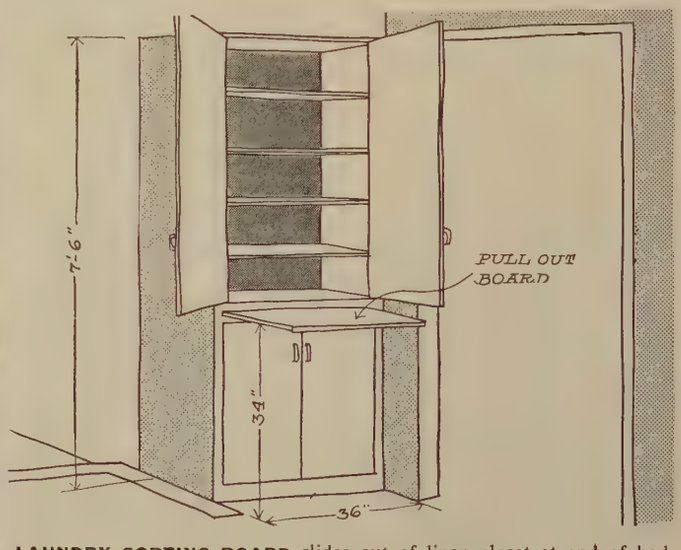
Photos: Julius Shulman



KITCHEN LAUNDRY is used in models with the "A" bedroom wing. Storage cabinets and hamper doors—made of economical perforated hardboard—are trimmed with ash to blend with ash kitchen cabinets.

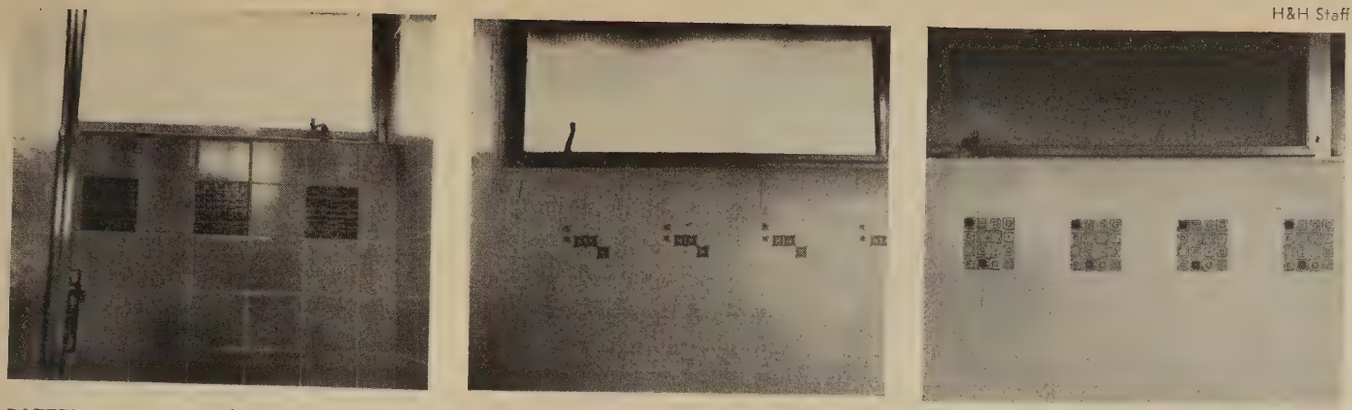
"Build convenience into your laundry areas...



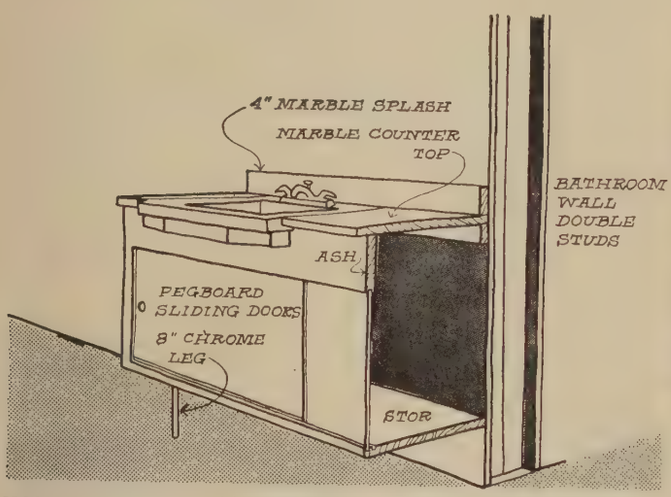


LAUNDRY SORTING BOARD slides out of linen closet at end of bedroom corridor in all models. Closet is close to bathrooms, adds interest and utility to a part of the house that is usually a blank wall.

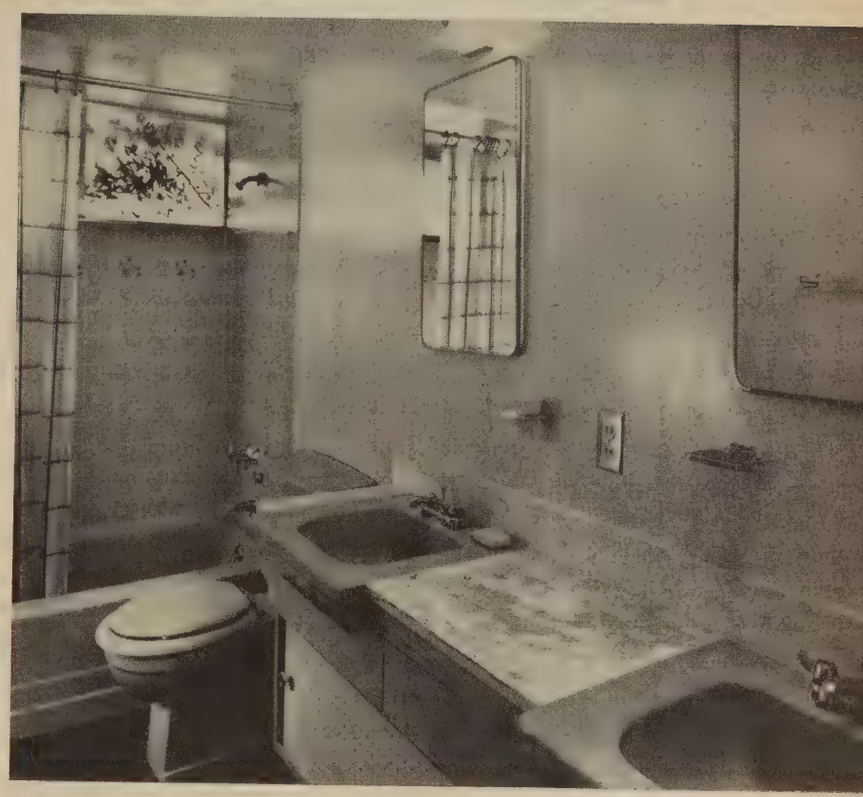
H&H Staff



PATTERNED INSERTS in ceramic tile are an extra decorative note in all bathrooms. Inserts—in a wide variety of designs—help to give bathrooms the individuality that spells luxury in the middle market.



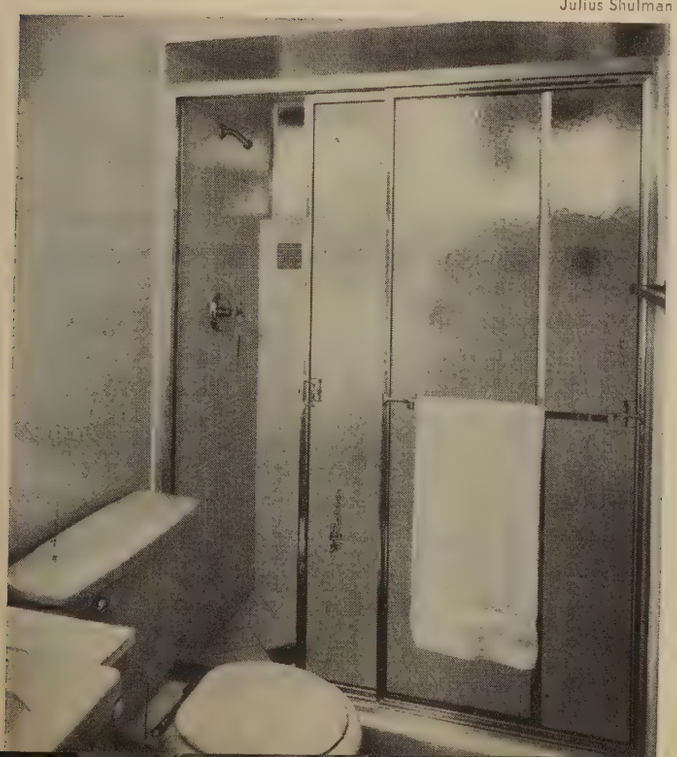
MARBLE COUNTER with backsplash is a mark of luxury in family bathrooms, which also have double basins. Sanders designs his counters to use small pieces of marble, which he buys as scrap material.

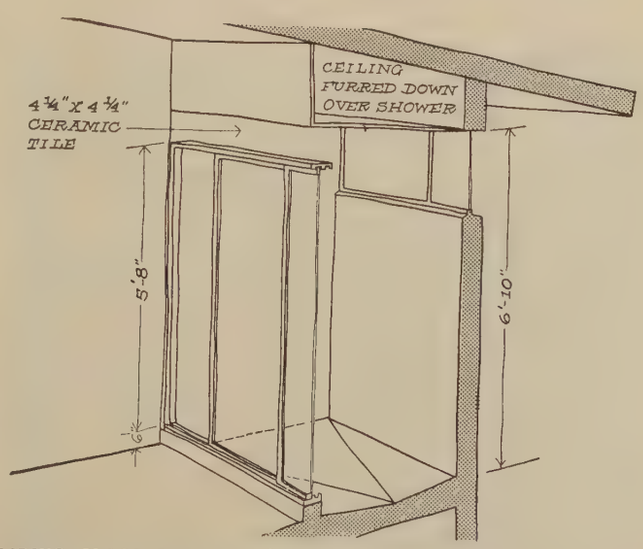


Julius Shulman

and add distinctive details to your bathrooms"

Julius Shulman

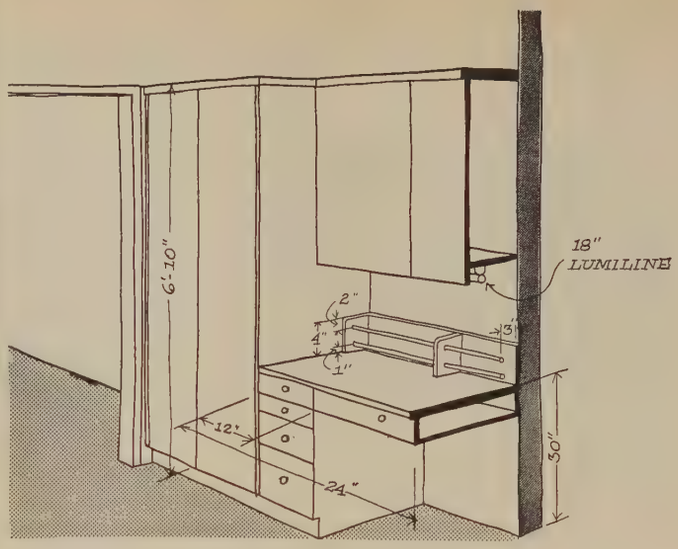




SLIDING GLASS DOORS enclose shower stall in master bathrooms. Sanders says the public wants a stall shower in the master bath, a tub-shower combination in the family bath.

continued

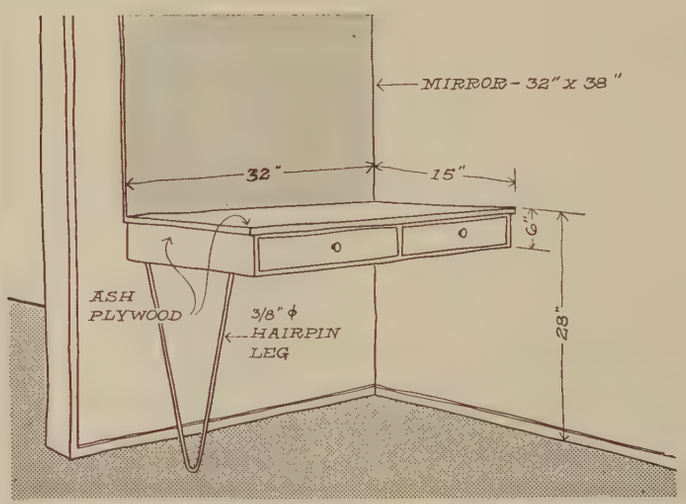




BUILT-IN DESK, flanked by storage units, has telephone outlet and light hidden under overhead cabinet. Desk is shown here in fourth bedroom of one model, is also used in kitchens of other models.

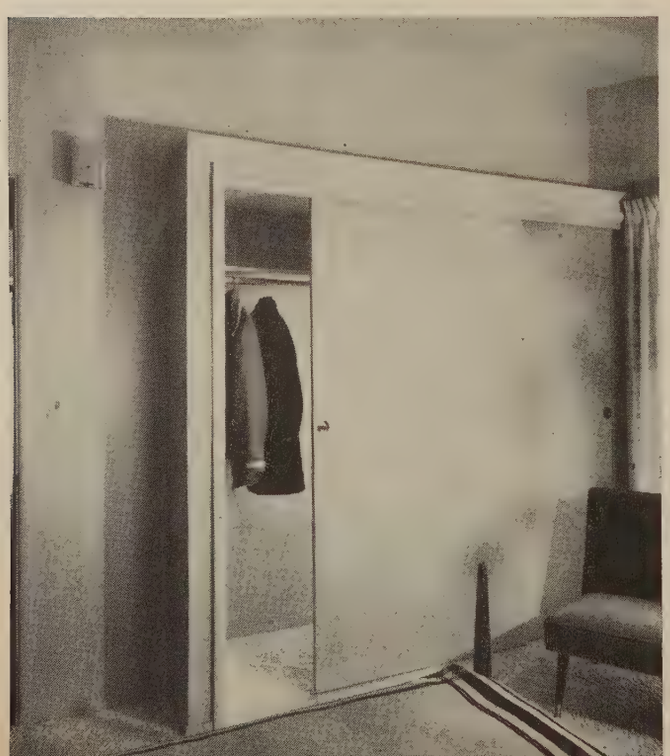
Photos: Julius Shulman

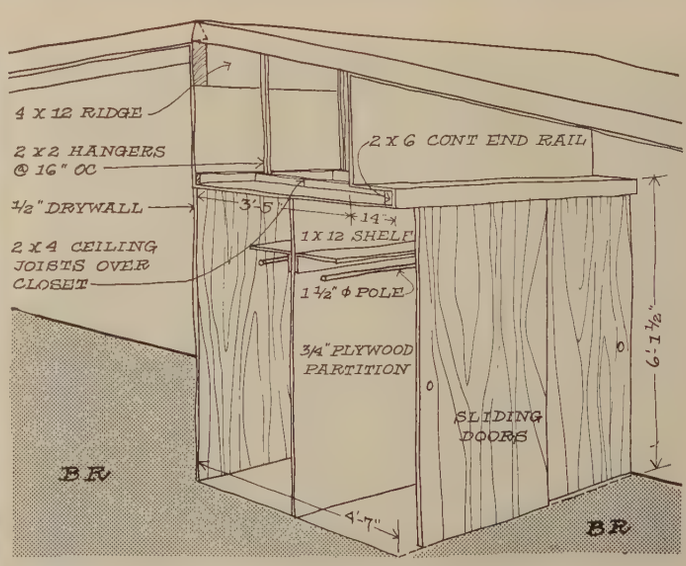




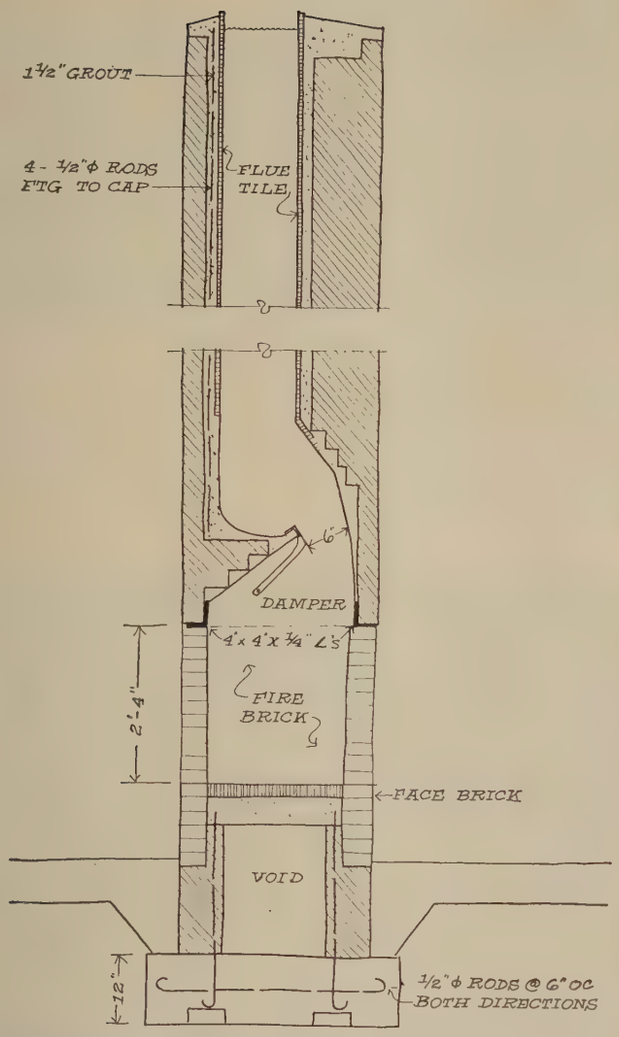
BUILT-IN VANITY and wall-hung mirror help dressing alcove give a suite effect in master bedroom of every model. Vanity table is supported by light "hairpin" leg that adds visual space below it.

"Look for ways to put the custom-house stamp





BEDROOM CLOSET which protrudes into room, is stopped at window height. Says Sanders: "This creates a room dimension to the wall rather than to the closet face, thus effectively widens the room."

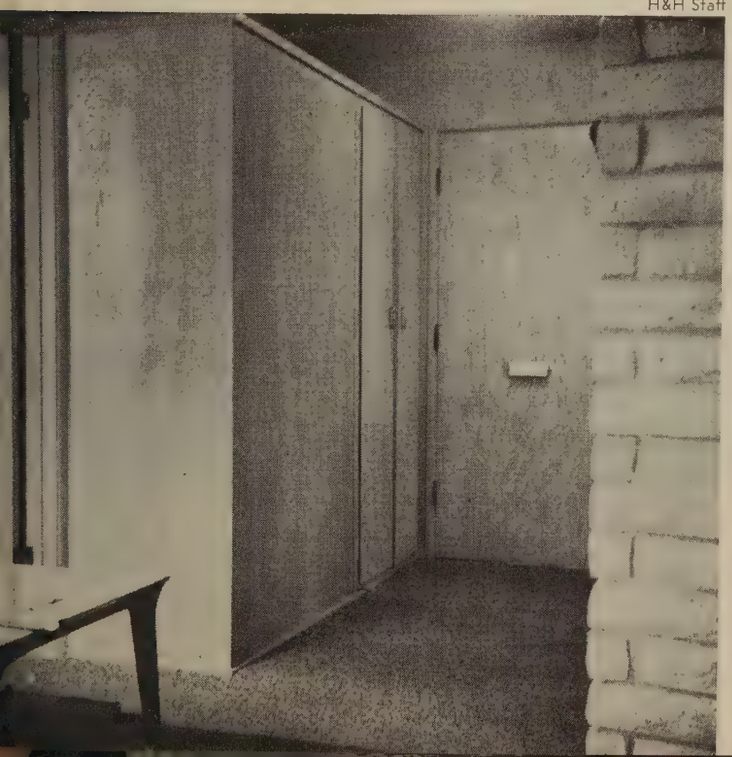


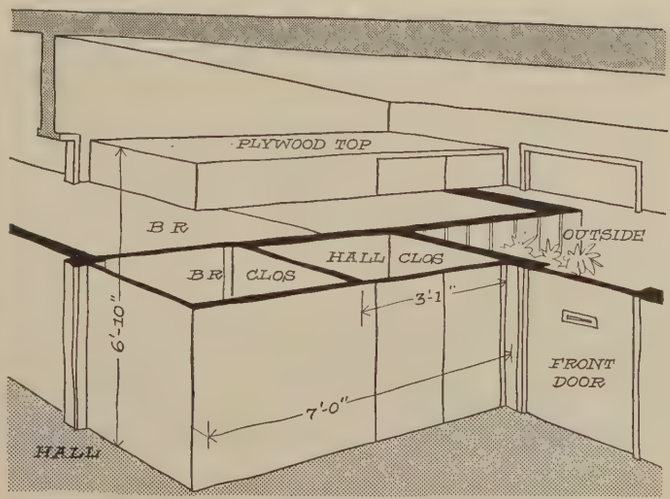
SEE-THROUGH FIREPLACE is shared by dining and living rooms in some models. Fireplaces, standard in all models, are varied in style and materials (antique brick, modular brick, fossilized sandstone).



on every room in your merchant-built houses"

H&H Staff





GUEST CLOSET and one bedroom closet are installed as one unit to form an ash-paneled entryway. Cost of ash plywood as backing for bedroom closet is partly offset by elimination of a stud-wall section.

continued



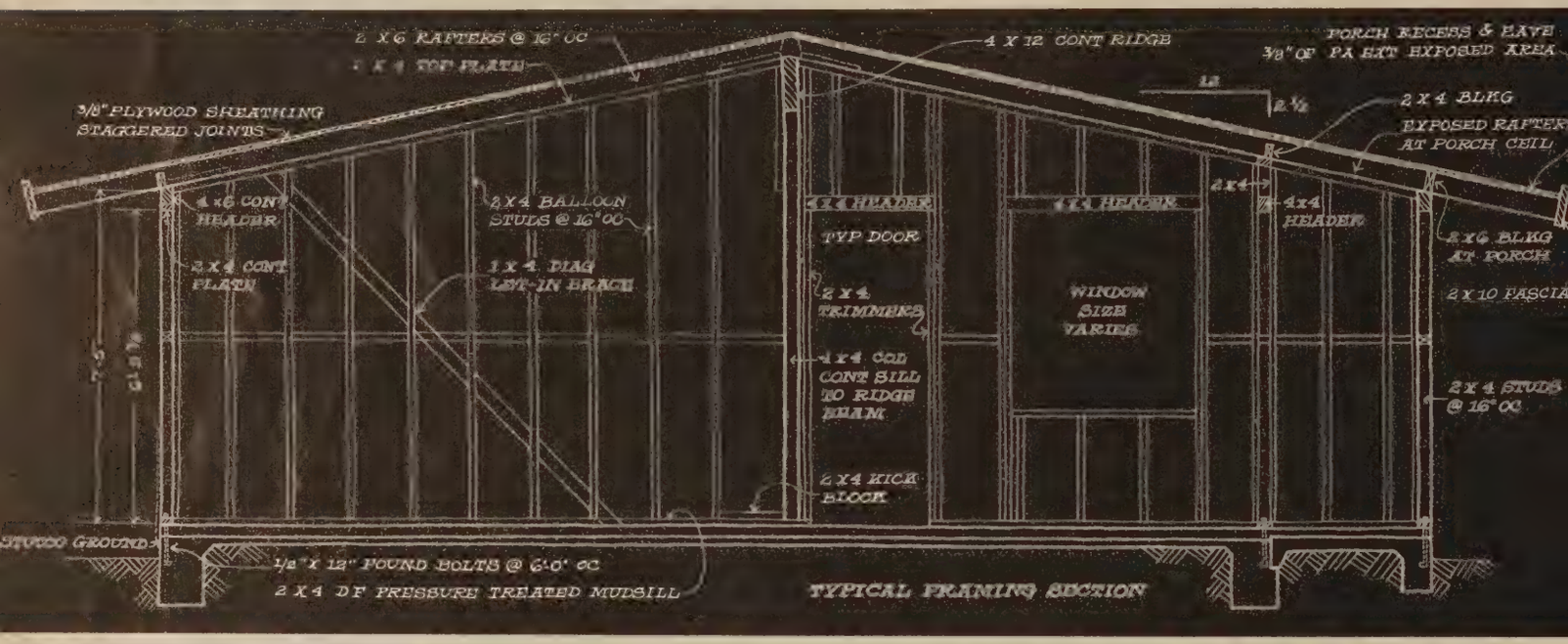
Designer Sanders adds: "You can afford luxury if you engineer your houses for economy"

"A little extra time at the drawing board often saves a lot in construction costs," says Sanders. "And what you save in construction can go into the luxuries that buyers want.

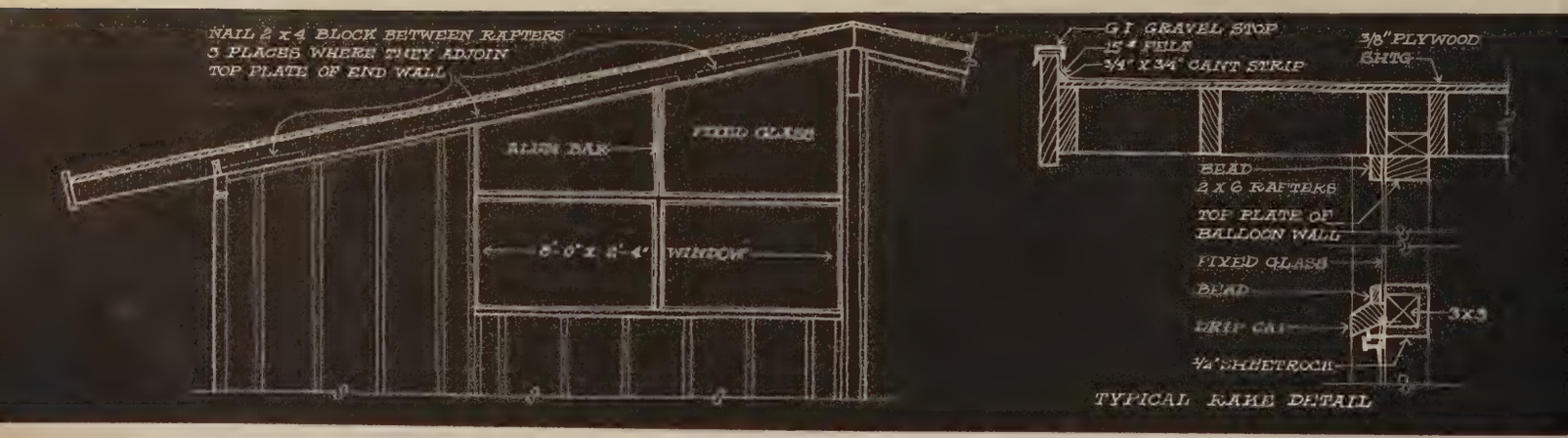
"In framing, for example, we take pains to use the fewest possible materials needed to do the job right. How? For one thing, we draw up a floor plan exactly as a framing carpenter would lay out the job. We start from a corner and space the studs 16″ oc. Then we adjust our partitions and door and window openings to the layout. That way, the number of studs required is held to an absolute minimum.

"Sometimes we use more lumber to save labor. For instance, it's easier to assemble walls while they're lying flat on the slab. To do this, we use an extra piece of lumber—a 2x4 top plate—to serve as a nailing member under a 4x6 continuous header. We nail the top plate and a 2x4 treated mudsill to the studs. Then we raise the wall into position, set the header on it and nail up through the top plate. Result: no need to toe-nail the studs into the header, a time-consuming job that leads to poor stud alignment behind dry wall.

"Why a 4x6 header instead of a 4x4? To get a longer span for large-window and sliding-glass-door openings. And to carry the rafters on our 2′ to 3′ rake overhangs."

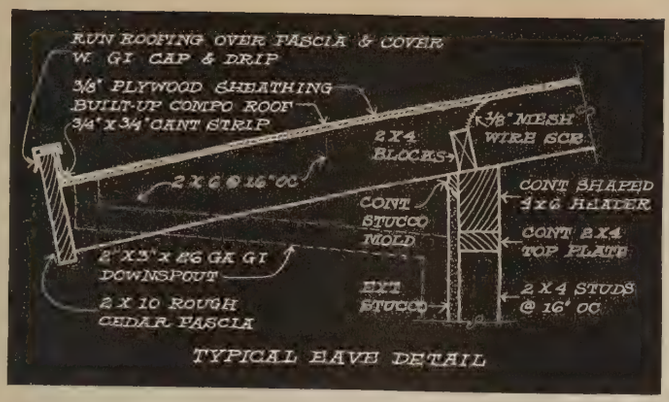


"On end walls, we balloon-frame—run studs up to the roof—to avoid the expense of the headers and top plates used on our side walls. We can do this because our side walls are technically nonbearing (4x4 posts, that carry the ridge beam, support the roof). Of course, we let in headers and cripples at doors and windows, but we hold doors and windows in end walls to a minimum. For speed and accuracy, we frame end walls and interior partitions in light jigs."



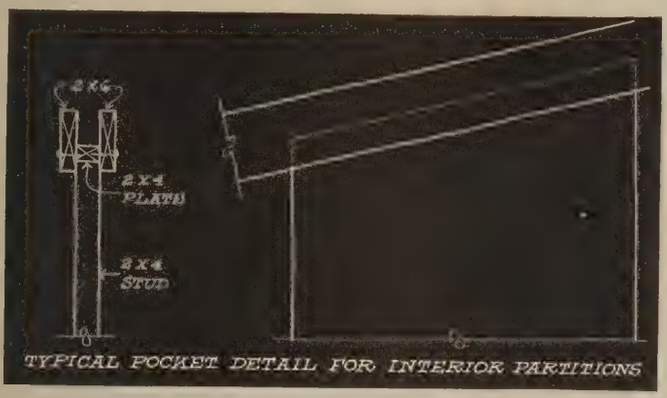
"In some non-bearing end walls, we install trapezoidal transom glass above our aluminum windows (see window details at upper right on facing page).

"This calls for thorough detailing, right, where the transom glass meets the rake and the aluminum window frames. Why so? Because transoms like these are unfamiliar to most carpenters. If we simply let the carpenters decide what to do and how to do it, chances are we'd run into trouble. And we'd probably lose much of the potential saving and structural strength inherent in the design."



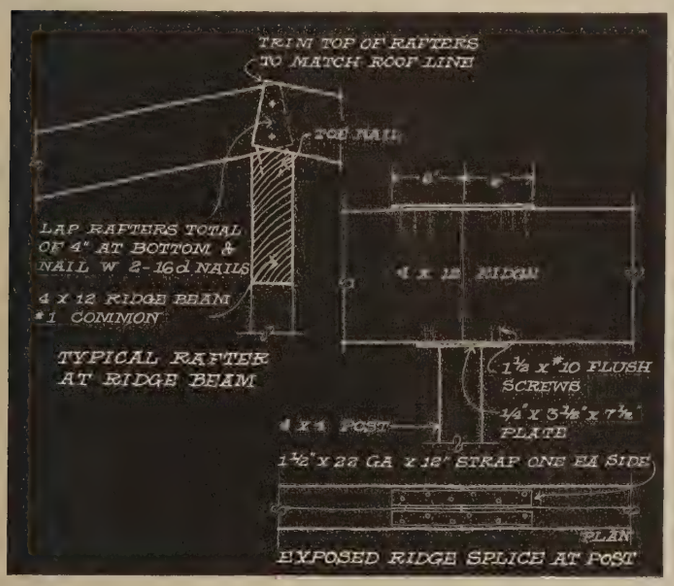
"To reduce gutter costs and make eave lines more attractive, we build concealed gutters into our roofs. Here's how:

"We use a 2x10 cedar fascia—surfaced on the inside, left rough on the outside, extended 4" above the rafters and backed by a cant strip. We turn the roofing paper up over the top of the fascia. To keep water from working under the paper, we cover the fascia top with a G I cap with a drip detail. And we install downspouts through the overhang."

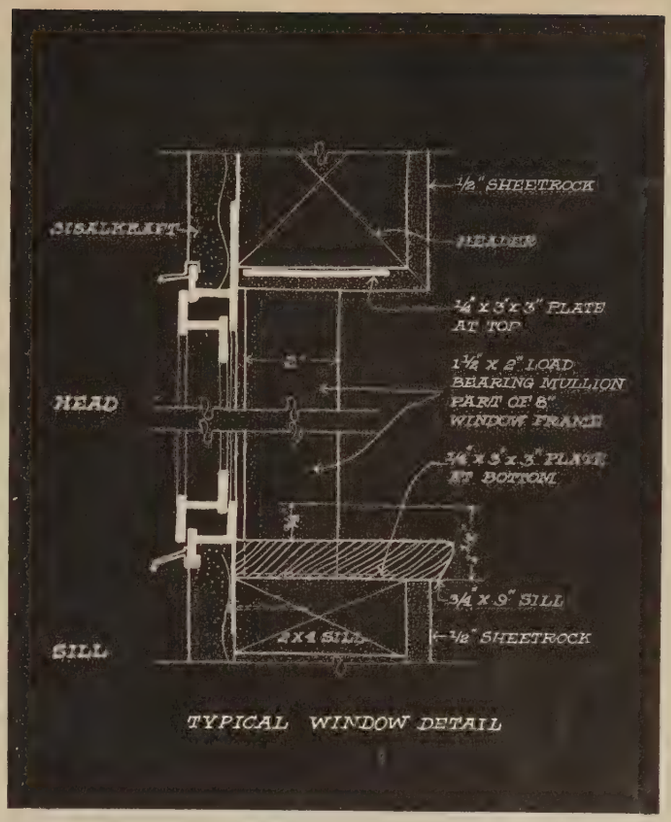


"As you know, it's hard to fit partitions to the bottoms of rafters when you build on slab. This is because the slab is often somewhat uneven. Here's how we solve the problem:

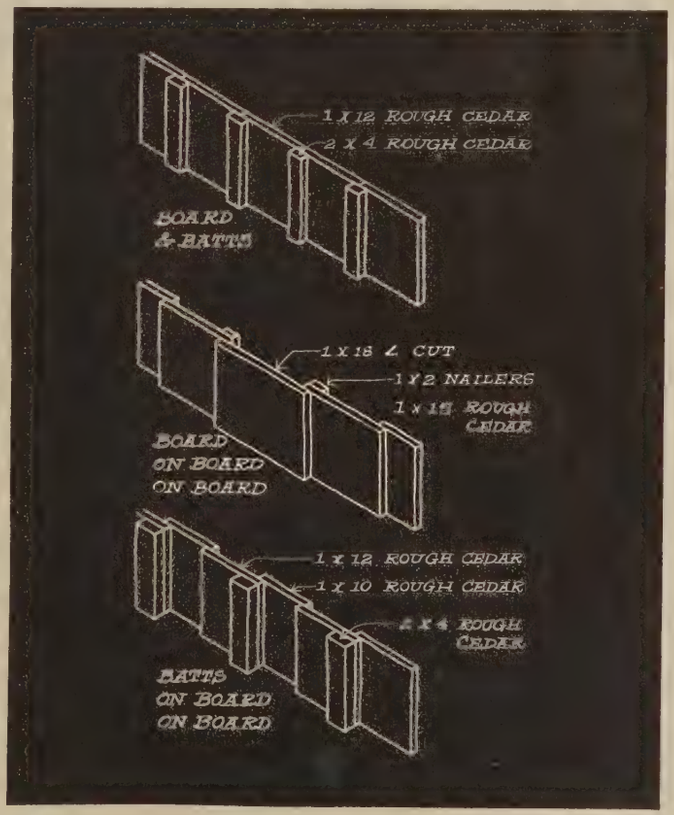
"We make each partition higher than the net dimensions required. Then we space two rafters 3⅝" apart to form a pocket, left, for the partition. The partition slips into the pocket at any level—and is secured by nailing through the rafters into its top plate."



"We shape the top of the ridge beam to the roof pitch to 1) eliminate seat cuts in rafters, 2) get better rafter alignment. We lay up the rafters on the roof, lap—rather than butt—them and toe-nail them into the beam. Then we trim off their projecting top corners with a power saw."

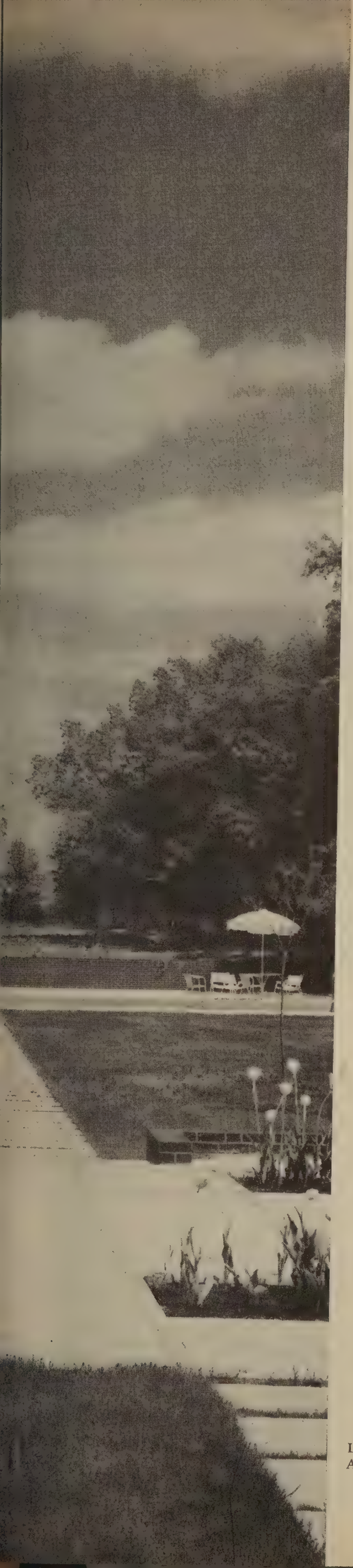


"Here's a special aluminum window—we designed it—that cuts costs (it needs no trim) and permits extra flexibility in window layout. Under FHA requirements, we can make our window openings up to 6′ wide because of the way we frame our houses (facing page). To get an 8′ width, we put two windows side by side so that the meeting rail forms a load-bearing mullion, then install a steel bearing plate between the ends of the mullion and the framing. This slender interior mullion helps give the horizontal lines we want on exteriors."



"This rough milled cedar siding is a design and cost-cutting asset. Its rough texture softens our exteriors. And it saves labor because we can spray on stain (local unions prohibit spraying except on rough textured wood). To give our siding variety, we use the cedar in the three ways shown here."/END





Here are the

Custom-House Winners

of the 1958 Homes for Better Living Awards

sponsored by the AIA

in cooperation with HOUSE & HOME and LIFE

The winners were picked from among 150 entries as the best custom-designed houses built since January, 1955 in 14 Midwest states. Eight houses won top (Honor) or second (Merit) awards. So many good houses were among the finalists that the jury also gave six third (Honorable Mention) awards. The winning architects:

Honor awards:	Meathe, Kessler & Assoc.	p 96
	James N Porter, John T Kelly	p 98
	Donald H Honn	p 102
Merit awards:	Joseph L Cyr	p 103
	Don Erickson	p 104
	Donald E Hustad	p 104b
	Keck & Keck	p 104d
	Meathe, Kessler & Assoc.	p 104f

Honorable mentions: Robert C Metcalf; Richard E Baringer; Garber, Tweddell & Wheeler; John Randal McDonald; Keck & Keck; Meathe, Kessler & Assoc. p 104g

Members of the jury were:
John Burchard, dean of humanities, MIT, chairman.
Alexander Cochran, AIA, Baltimore.
Percival Goodman, AIA, New York City.
Olindo Grossi, AIA, dean of architecture, Pratt Inst.
Mary Hamman, modern living editor, LIFE.
Morris Ketchum, Jr, AIA, New York City.
P I Prentice, editor and publisher, HOUSE & HOME.

All of the winners had certain things in common. Here's what the jury said: "All of the houses show a refinement of detail . . . All suggest mass-production techniques, even though made by hand . . . All are houses that many people would be happy to live in . . . All are far better than just good houses—they are houses that have something to say about the average level of residential architecture." (For a full summary of jury comments, see p 104h.)

Lift of vaulted roof adds excitement to Honor Award winner by Meathe, Kessler & Assoc.

Honor Award

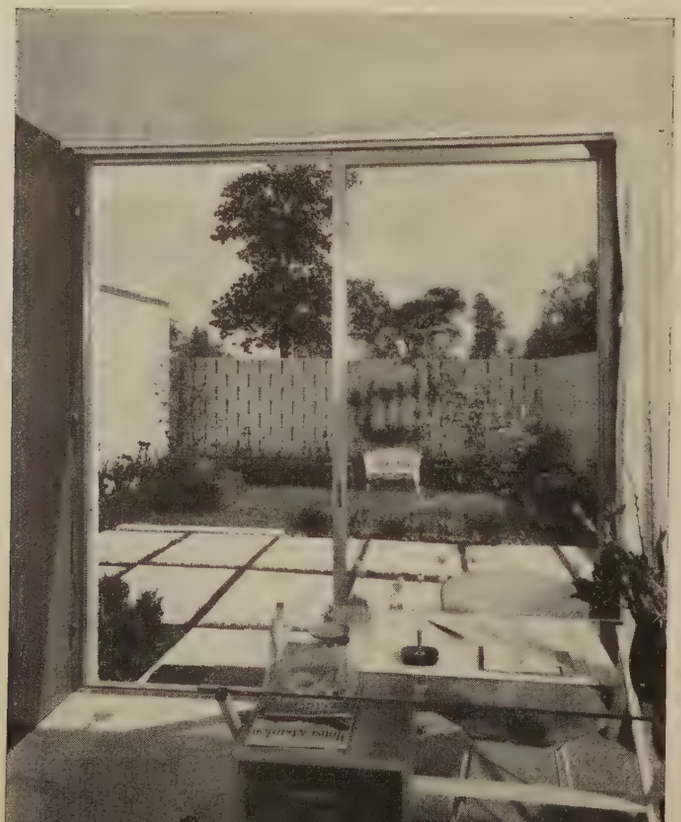
Meathe, Kessler & Assoc, architects

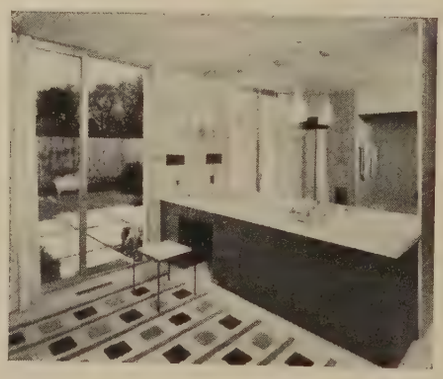
Large-house class (over 2,800 sq ft).

Location: Franklin, Mich.



Garden room, skylighted to grow tropical plants, doubles as formal dining room. Jury called it "an absolute gem of a room."





Master bedroom (left) and bath (above) won approval of the jury, which insisted that glass walls should be related to privacy. Here the glass walls open both rooms to the same garden court, which is kept private by its surrounding brick wall.

CITATION: This house, also shown on *p 94*, was cited for its exciting use of form and space and its elegant interiors. The jury liked the curved vault over the living room (left), the skylighted garden room (right, below), and the fine detailing.

Grossi: "The large vault that expresses the living room makes the design. The rest of the house is more usual in its simplicity, but that nice, floating vault gives it a little baroque richness, a spark which enlivens it . . . not a cliche."

Burchard: "The curved roof really gives so much of the quality of the house. But I have a reservation about it because it's a dangerous example—something which cannot be just applied, in just any situation, by other designers. So it could be unwisely used."

Ketchum: "It's an imaginative use of an architectural form. But we are not trying to encourage the use of that particular form. We are trying to say that this man has the imagination to depart from the stereotype. Let's not copy him, but let's have enough imagination to do something else in another way that's just as good."

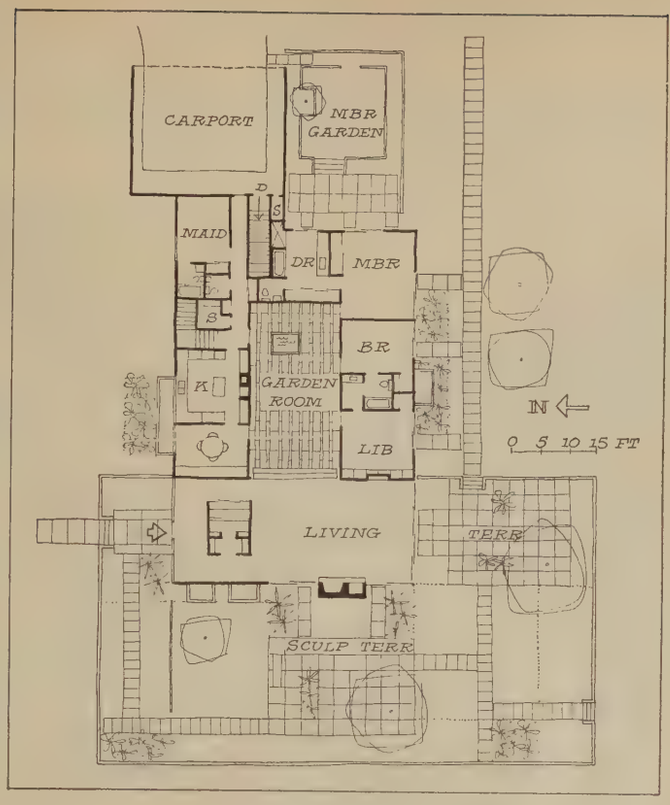
Cochran: "This powerful geometric form has been used to create a bit of visual importance for an important room and an important entrance. I think very highly of that, but this form must be used with great care."

Goodman: "This house has an elegance that is coming to be something almost strictly American. It's not a native idiom, but it's something we are doing very well. And it's functional. Otherwise, it wouldn't be worth discussing."

Burchard: "The individual details are just marvelous—in so many places you come to a detail that is really fine."

Goodman: "The particular charm of the house is that, in general, all the rooms look outward. Then suddenly you come upon an absolute gem of a dining room and garden room, lit only by top light. You feel the contrast when you are in that room: you are dining, you are sitting around the table, you are facing your family or your friends, and there is a certain kind of inward feeling in the space itself."

Grossi: "The series of experiences you get from without and within would make this a very charming place to live."

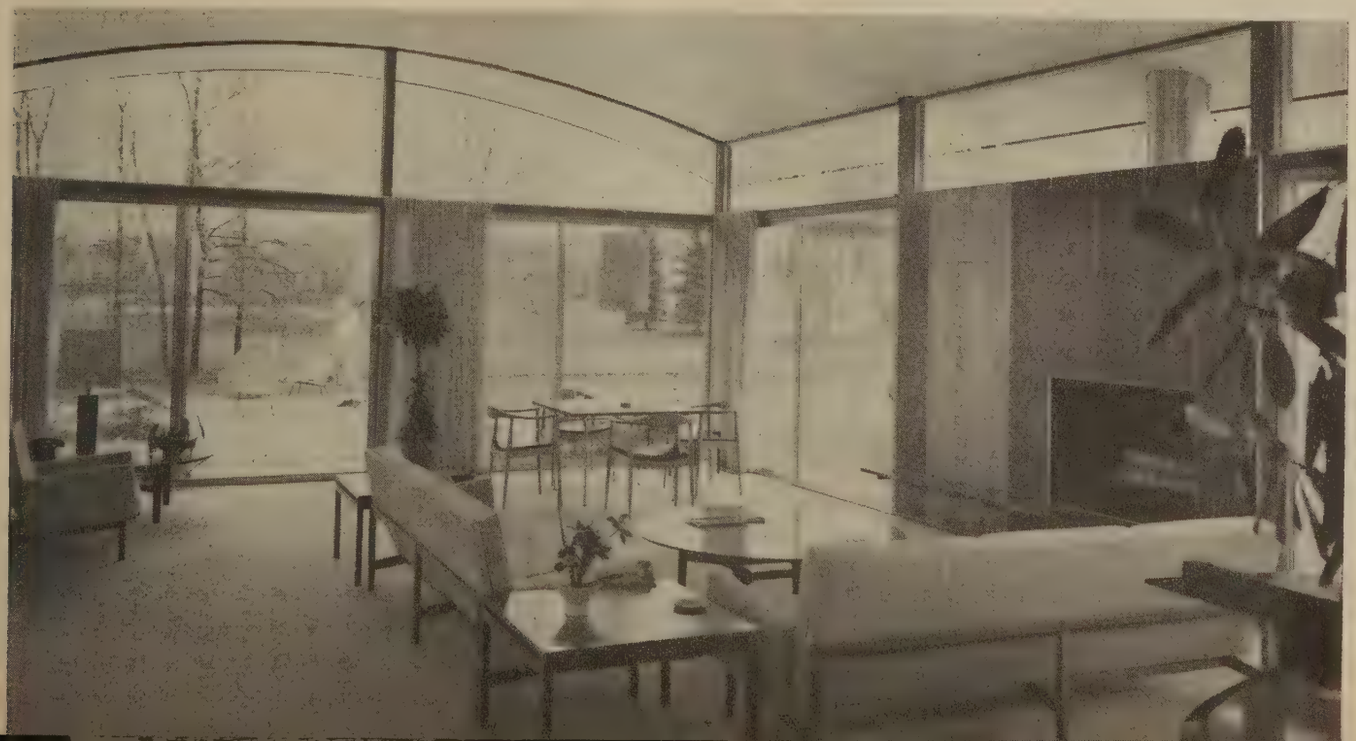


Plan centers on garden room, that works as a corridor. Interiors are well-related to fully planned and planted terraces and gardens.



View from south side shows how vault roof hovers over house. Glass wall at left opens living room directly to terrace.

Large living room (below) has 11½' vault ceiling. Vault's floating quality is stressed by band of clerestory windows it rests on.



Honor Award

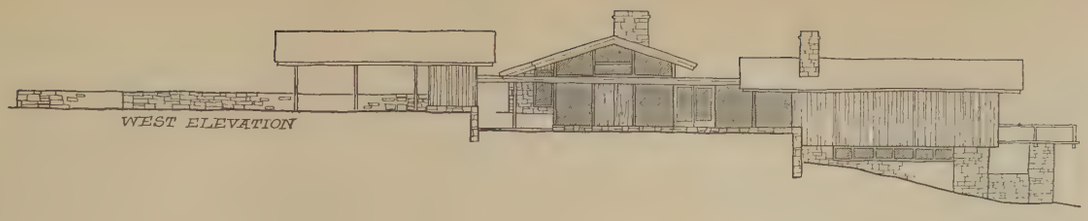
James Nessly Porter and John Terence Kelly, architects

Large-house class (over 2,800 sq ft).

Location: East Liverpool, Ohio

Photos: Jay-Bee Photographic Studio







L-shaped plan is centered on kitchen and dining areas. Living room is in one wing, bedrooms in another. Wings are at different levels to follow contours of land.

CITATION: The jury praised this entry for its successful integration of house and site, for its excellent use of materials, and for its straightforward design.

Goodman: "This is one of the few cases where the architect shaped the house into the land instead of applying it on top of the land. It's integrated with the landscape, too."

Ketchum: "This house used stone without making stone look artificial. There's not a hand-hewn beam in the place; it's cabinet-work throughout. The house is the height of simplicity, sophistication, and elegance."

Goodman: "It's a perfectly natural way to build, a simple, straightforward way. You have a post, beam, and some planks. You put them together, and all the proportions—because the architect is an artist—are excellent proportions."

Grossi: "This is a timeless building because a genuine esthetic is derived from genuine use of materials. Here we have wood used like wood. It looks natural. It looks good."

Burchard: "It may not be in high style now, but it will never be out of style."

Grossi: "If we designed a glass or brick or concrete house with as much knowledge as this man used in his design, that house also might be timeless."

Burchard: "Let's ask this question: where else in the world in the whole modern movement would you expect to find this house except in America?"



← View is along deck outside of living room, looking toward terrace and stone retaining walls. It shows how well house fits into the landscaping as well as into the land.

Main entrance has its own well-landscaped court, is at intermediate level between the wings (see plan). Pitch-roofed wings are connected by flat-roofed passages.



Dining area is separated from living room by change in level and by living room fireplace. Jury called fireplace "a simple rectangle of stone—in no sense a gimmick."



Jury cited use of finish materials as in the living room shown above. Tie-rods take outward thrust of ceiling beams. Said the jury: "Only Ruskin would object to them!"



Living room opens to large deck on two sides; land slopes away in background, so deck offers good view. Living room has fixed glass on these sides, none on others.

Furred-down hall ceiling runs full length of bedroom wing. Children's room, right, has ceiling that follows pitch of roof. Wood finish is carried throughout.





Master bedroom, 24′ x 24′, forms its own living suite, with two-sided fireplace in center. Fireplace separates living area, with couch and bookshelves (left), from sleeping area (below). Suite has bath and large dressing area (not shown) and direct access to outdoors (below). Low hall ceiling continues across center of room.



Honor Award

Small-house class (under 1,600 sq ft).

Donald Honn, architect

Builder: Perkins Construction Co. Location: Bartlesville, Okla.



Photos: Bob Hawks

Spacious living room (16′ x 21′) has floor-to-ceiling windows on two sides. Owners entertain large groups of guests, wanted big open room and maximum amount of view.



Jury especially liked the kind of outdoor living provided by the porch and terrace.

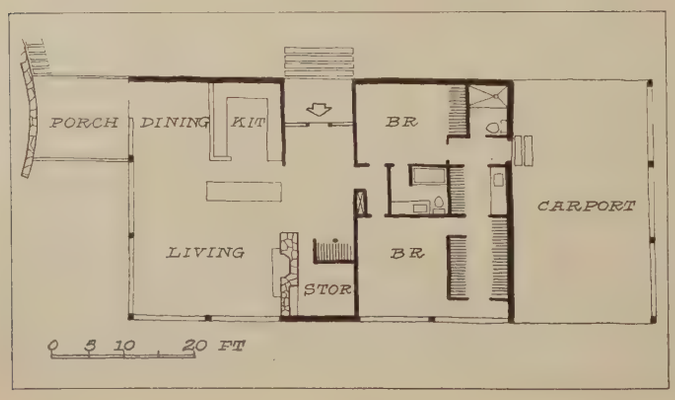
CITATION: The jury was most impressed by so much space in a small house and by the craftsmanship of the details.

Goodman: "There's an amazing amount of space in this small house. And what is more surprising is the amount of space that was suggested by simply extending the windows from floor to ceiling."

Ketchum: "The craftsmanship in this house is superb. Every last detail of the cabinet work, glazing, doors, outside and inside walls is conspicuously well solved."

Cochran: "And it's the American dream amount of storage!"

Burchard: "This house is nearer than other entries to being something that somebody else could do the same way without getting into trouble."



Storage and central entry separate living from sleeping areas. Owners wanted large bedroom-dressing room area, with small bedroom to serve as guests' powder room.

Merit Award

Medium-house class (1,600-2,800 sq ft).

Joseph L Cyr, architect

Builder: Evan Bissell. Location: Inkster, Mich.





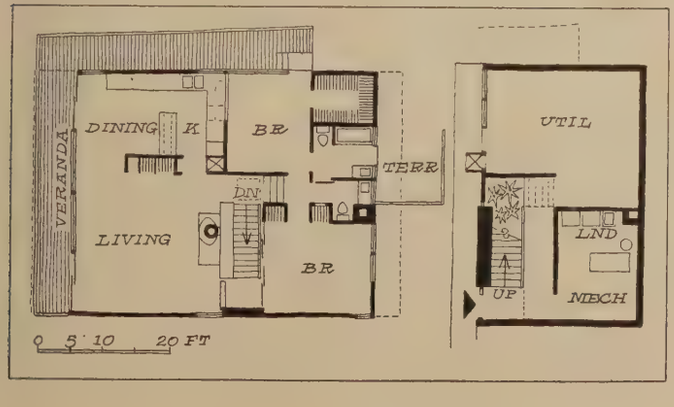
Living room's glass wall opens to deck and sweeping view of large tract of parkland.

Hillside site had a 45° slope, so house was planned to fit it. Entrance is through carport, living areas on upper floors. Deck, off living areas, extends along side of house.

CITATION: This house appealed to the jury because it reveals its light construction and is well detailed.

Grossi: "The most important thing about this house is the way it expresses the feeling of light construction. It's nicely put together, and its details are very consistent and very refined. The scale is good, and the house looks clean."

Ketchum: "Also, the dark framing against the light panels reflects the Japanese influence that's present in so much American architecture, but it's done here with restraint."



Plan put house on three levels so it could be stepped into hill's slope. Because owners wanted open living spaces, baths are only completely closed-off rooms in house.

Merit Award

Small house class (1,600 sq ft).

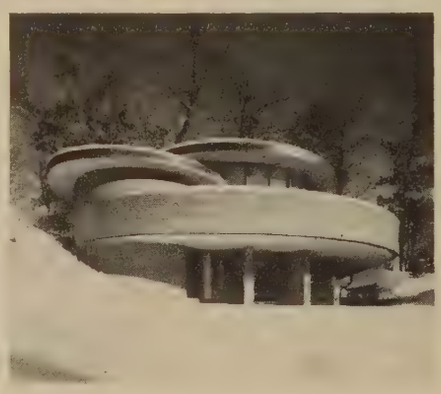
Don Erickson, architect

Location: Glen Ellyn, Ill.



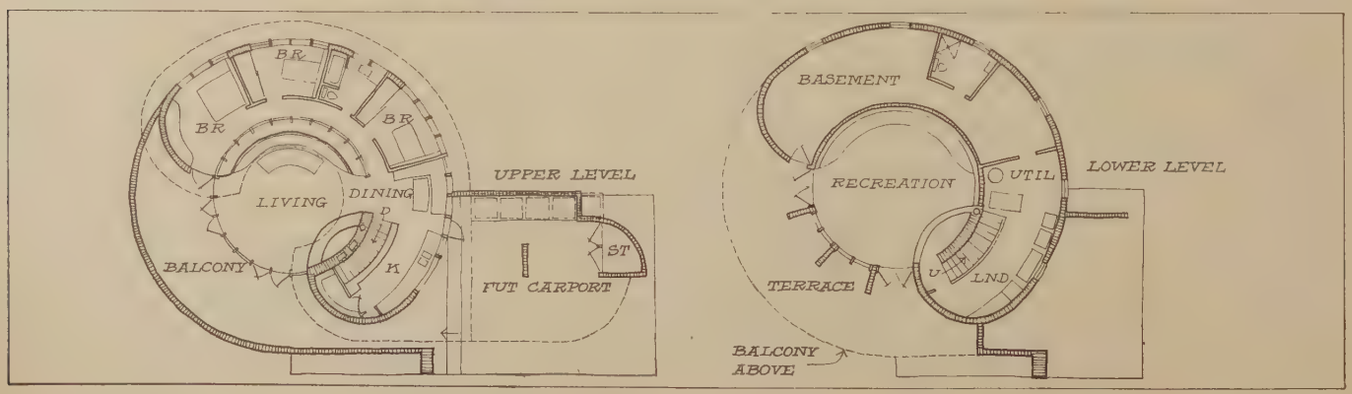
Photos: Herrlinn Studio

House is approached from right; brick circle surrounds kitchen and stairs to lower level. Center circle is the living area, which opens through swinging doors to wide balcony.



Jury cited house for emotional content of its forms, but questioned some things such as merit of placing heavy brick parapet for balcony so far out on a cantilever.

Major rooms are on upper level, even with carport. Utilities, laundry, and recreation room are below. Recreation room has direct access to its own terrace.





Living room is also circular. Jury said: "This space might be difficult if you had to group just anybody in it, but for the right people—those who like it—it would be fine."

CITATION: The jury commended this house for its restrained and effective handling of unusual forms and for the architect's personal use of forms so conspicuously in the Wright tradition.

Goodman: "This house is extremely well-handled. It works with shapes that aren't easy to build because our building shapes are fundamentally rectangular. But if Frank Lloyd Wright had never been born, we would all look at this house and say that this fellow is really going to get someplace. The danger and difficulty of this kind of design is that too often the student gets lost trying to do it like the master."

Burchard: "All men of great talent set up vocabularies, and it's very difficult to escape from them. This house is a very emphatic personal statement. Coming up to these floating forms is great for the guy who likes to do this. I would hope that more people would take what Wright laid down and work for a refinement of it. We get a lot of fine architecture from refining things and not always trying to be different."

Grossi: "We criticized this form because it might be costly or even inconvenient, depending on how you like to live. But this is a very, very handsome house. It would be wrong to discuss it or condemn it on logical grounds because it is an emotive kind of architecture."

Master bedroom is in outer circle of rooms, opens to living room and to encircling corridor. Long corridor is lined with closets. Jury cited handsome use of materials.



Honor Award

Medium-house class (1,600-2,800 sq ft).

Donald E Hustad, architect

Builder: Joe Peterson. Location: Wayzata, Minn.



CITATION: The jury was pleased by the playfulness of the barrel-vaults and the way the roof was made a part of the whole design:

Burchard: "What is so wonderful about this is the handling of simple form on these exteriors. It would be a joy to see any time. The architect took six units—just the wrong number! But on one side he got a 3-2-1 rhythm and on the other side he got another rhythm. It breaks up the six units very well. Also, he has handled the balconies so they work as well in Minnesota as in Louisiana."

Grossi: "He has done the whole thing very well. The living room is expressed beautifully, with a stronger accent above. He articulated the places where dignified living takes place."

Burchard: "It would be dangerous for a lot of people to build this all over the Middle West, and we know the roof is a cliche, but just the same, this house has style. There were very few entries in this class that had something special. I like it."

Cochran: "I agree with Burchard, but why hasn't he done more with less? He's done more with more."

Burchard: "This is the richest country in the world. Why should we do more with less?"

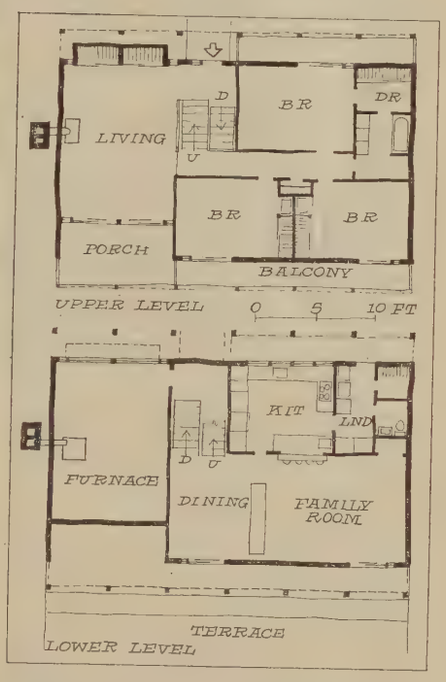
Photos: Infinity Inc



Rear elevation's six bays are broken into a 3-2-1 rhythm by open or filled panels. Change in balcony levels and setback (for living room) create another rhythm of 2-4.



Living room is two vaults wide opposite the entrance, with both panels glass-filled. Sliding glass doors open living room to its own porch overlooking wooded slope.



Split-level plan was chosen by architect because it gave maximum use of interior space on a difficult sloping site. All rooms have access to balconies or terrace.



Living room adjoins main entrance, so room is three vaults wide at this end. Sliding doors in lower panels open to closets cantilevered out beyond face of house.

Merit Award

Large-house class (over 2,800 sq ft).

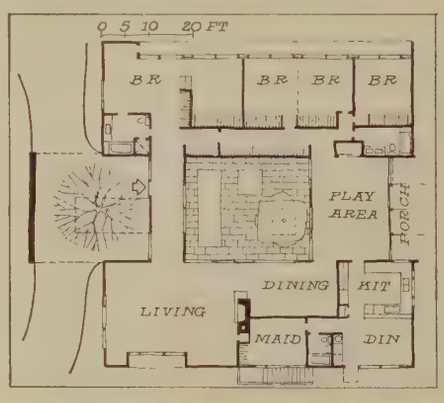
George Fred Keck and William Keck, architects

Builder: Roberts Construction Co. Location: Olympia Fields, Ill.



Photos: Hedrich-Blessing

Main entrance is under porte-cochere and set back between the living and bedroom wings. Jury especially liked this contemporary version of the porte-cochere.



Plan separates living and bedroom wings by court, ties them together with entrance and play area. Service rooms are concentrated on unfavorable northwest corner.

Bedroom wing (below), on south side of house, has floor to ceiling glass to catch maximum winter sun. Overhang is 3′ wide, enough to give shade in summer.

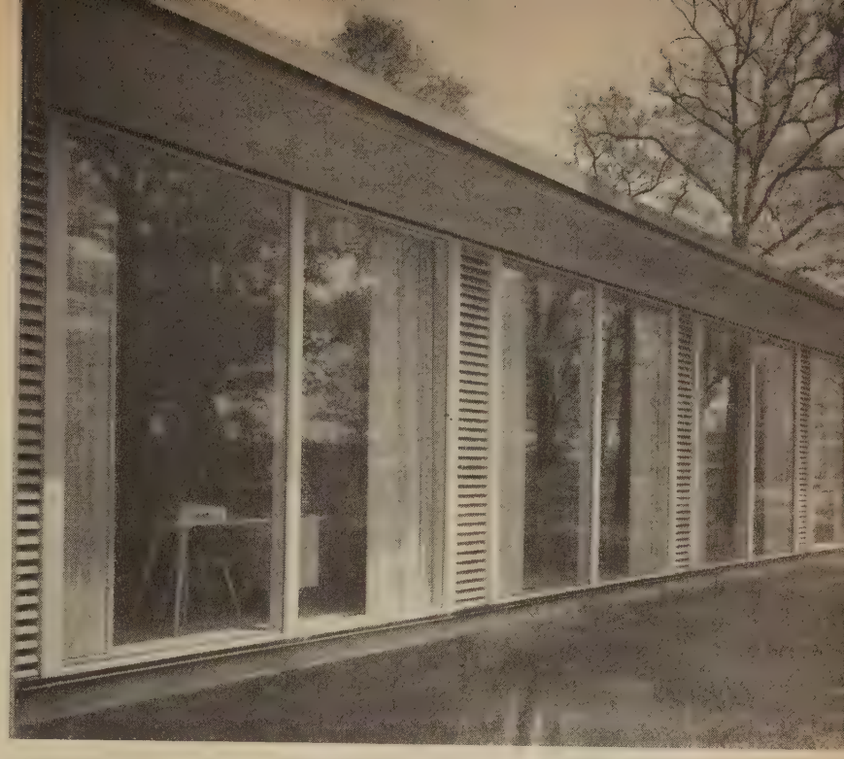


CITATION: In this Merit Award winner, the interior court (below, right) stimulated the most comment. Consensus of the jury: the court gives the house more spatial variety.

Burchard: "With a court like this, you are throwing away floor space, but you are buying a different kind of space—the kind you can't get under a roof. You get a different feeling when you can look through an open space to another part of the house. In the daytime there's moving scenery in the change of light and clouds. At night the illumination of the court is open to all kinds of interesting ideas."

Goodman: "Is it practical in a climate where you'll get snow and soot in the winter?"

Burchard: "It depends on the size of the court. It's a sun trap, so snow should disappear quickly. And if you're far enough away from the city, soot is no problem either."



Exterior has a definite rhythm because it alternates two units of fixed sash with one of ventilating louvers. Louvers also give plain surfaces a graceful touch of pattern.



Two bedrooms can be turned into one big play space, as shown, or separated by movable partition. Floor-to-ceiling glass opens rooms to outside, makes them seem larger.



Interior court, enclosed on all four sides, makes a true patio. Court also opens south side of room to winter sun and gives room private outdoor sitting space.

Merit Award

Medium-house class (1,600-2,800 sq ft).

Meathe, Kessler & Assoc, architects

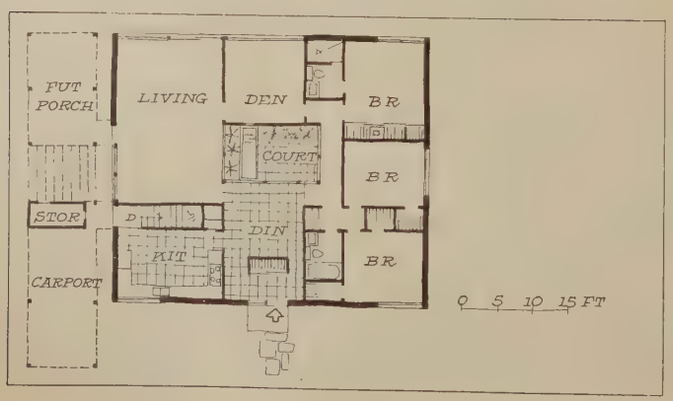
Location: Detroit.



Even small court increases sense of openness, adds visual space to surrounding rooms. Jury liked vertical glass strip that breaks wood-finished wall, gives glimpse of far room.



Street elevation reflects near symmetry of square plan. Only variation is in windows.



Plan has central entry separating living from sleeping areas. Jury severely criticized locating dining area where there was so much traffic and so little privacy.

CITATION: Here, the jury agreed, is the minimum center court that can be successfully used.

Burchard: "This may be the minimum amount of area you could have for a center court—it's 8′ x 14′. But I think this could be useful. What it really does is to give a look-through for the surrounding rooms: it's a nice version of the light well.

"The value of a small court depends on how small it really is—if it's so small that winter sun can't get into it, it will be cold and ugly. If it's not ventilated so summer air can move freely through it, it will be miserably hot. It should be big enough for both these. And there should be room for gardening, to add the relief of a touch of greenery."

Honorable Mentions



John Randal McDonald, architect

Medium-house class (1,600-2,800 sq ft).

Builder: Contemporary Builders.

Location: Racine, Wis.



Robert C Metcalf, architect

Small-house class (under 1,600 sq ft).

Builder: Lawrence A Larson.

Location: Ann Arbor, Mich.

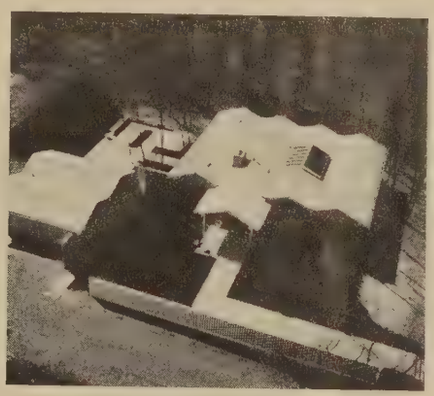


Richard E Baringer, architect

Medium-house class (1,600-2,800 sq ft).

Builder: Arnold Pedersen.

Location: Highland Park, Ill.



Garber, Twedell & Wheeler, architects

Medium-house class (1,600-2,800 sq ft).

Builder: Jacob Boettcher.

Location: Cincinnati.



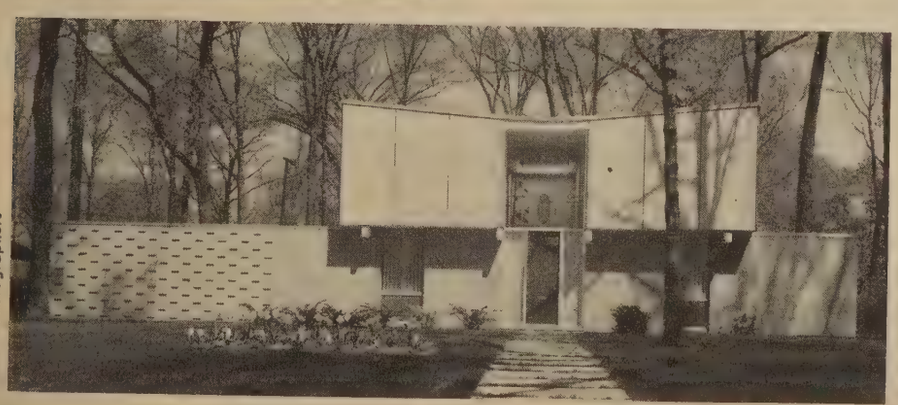
Gerald Gard

George Fred Keck and William Keck, architects

Large-house class (over 2,800 sq ft).

Builder: Edward Gray Corp.

Location: Olympia Fields, Ill.



Lens Art Photographers

Meathe, Kessler & Assoc, architects

Large-house class (over 2,800 sq ft).

Location: Detroit.

For the jury's comment on all entries, see next page

continued from previous page

Here's the jury's comment on the whole group of custom-house entries

What did the jury look for in the entries?

"We looked for a clarity of form, simple planes, and refinement in detail—all things that good architecture has achieved in good houses for some time now.

"We looked for more than efficiency. We looked for something that was sometimes pretty, sometimes cute, sometimes original, but most often, goodlooking.

"We looked for houses that had spaciousness, and that made good use of the space they had.

"We looked for a plan that worked well, but working well wasn't enough. We then looked to see if it was an imaginative solution to a problem of living in terms of space, equipment and emotion."

What did the jury like about the entries?

"There was a greater sense of attention to the virtue of detail.

"There was a happy appearance of concern about using nature, natural life, particularly in the interior courts, and enclosures. We found this a very encouraging sign.

"There was more effort to capture space, interior as well as exterior. That is why the small patios were so good.

"There was a regionalism of the intellect in these houses. It has nothing to do with geography, it has everything to do with shared experience."

What did the jury dislike about the entries?

"Too many houses used the typical modern vernacular without feeling.

"Too many houses had an ell—one wing of the house—turned off at some angle or other, for no reason that we could see.

"Too many houses—and it may be a Midwestern phenomenon—used an awfully ugly stone, which may or may not be synthetic. Also, it wasn't used well.

"Too many fieldstone and timber houses didn't have the craftsmanship of the 'smooth' type of design. We seem to have forgotten how to do the rough textured things. They looked forced and faked."

What major influences does the jury see?

"We see a prominent influence of Japanese design.

"We see the influence of men like Mies van der Rohe, because Mies stands for machine-like precision, which appeals to us because we are used to automobiles and the whole idea of mass-production.

"We're all worried that the influence of Frank Lloyd Wright appeared most often as slavish copying. The circular house (p 104) is a notable exception. Most of these boys seem to have studied Wright till they have nothing left of themselves.

"We also see a very close copying of Gropius. Too many of our younger architects appear to be overwhelmed by the masters. The small house is primarily the field of the younger man. He has just come out of school and he ought to be full of energy, full of brilliant new ideas, and these new ideas should be coming out in his work."

What can we look for in the future?

"The simple box is becoming quite perfected in detail. It's about due for a change, or the inspiration of a new kind of form, such as the roof designs of some of the winning houses.

"How dependent are esthetics on new structural forms? Maybe we dragged our feet when we didn't give full prizes to all the new roof forms—they may be going in the main stream."

And how far does the jury think we've come?

"We have achieved the goal of producing a well-tooled house for the average citizen—a house in which he can enjoy life and be comfortable and serene, without worrying about his home going out of style in five years, as you do with the cliches. But—

"There wasn't one entry that was really a forward-looking house—forward-looking so you would feel that a house built 25 years from now might look like it. When the Robie house was built in 1909, it forecast the future. No house we saw was a forecast of the future at all. The ideas about the house are the same as LeCorbusier and Mies and everybody else was thinking 25 years ago.

"And none of the men faced the problem of the mechanical climate vis-a-vis the architecture. The window size and location rarely changed with the orientation.

"Small-house clients should learn to spend another $1000 or $2000 and get a house in which they'll enjoy living, instead of a sardine arrangement. Later in life they may earn $5 a week more, so they should be more expansive. They should learn to live esthetically in a house."

END



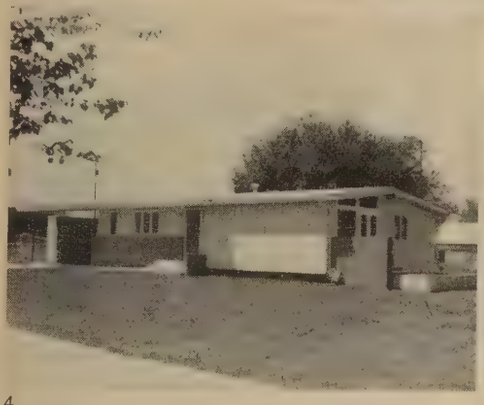
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12

Numbers are key to comment on these houses, pages 108-111.

Did any of these builder-house entries from the Middle West rate an AIA award?

For the jurors' answer, turn the page

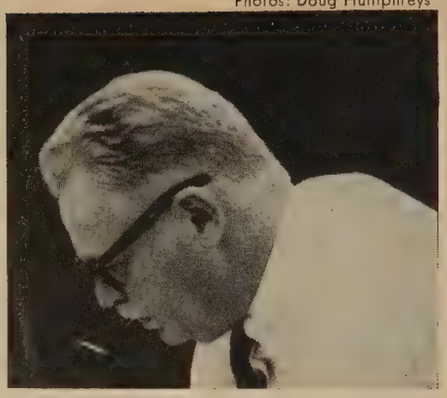
Photos: Doug Humphreys



CLOETHIEL WOODARD SMITH, AIA, architect for many merchant builders in the Washington, DC area.



JOHN DICKERMAN, executive director of the National Association of Home Builders, with headquarters in Washington, DC.



LEONARD HAEGER, AIA, former technical director of Levitt & Sons, former research director of both NAHB and HHFA.



CARL KOCH, AIA, designer of the Techbuilt house and many merchant built houses in the Boston area.



NEIL CONNOR, AIA, director of the Architectural Standards Division of FHA, with headquarters in Washington, DC.



ARTHUR PIPER, graduate architect, former Phoenix builder, now associate editor, HOUSE & HOME.

NO said these jurors—

whom no one could call "unrealistic" or "extreme"

After carefully considering the merchant-built entries from the Middle West, the jurors for the AIA-LIFE-HOUSE & HOME "Homes for Better Living" competition decided that:

. . . no house deserved an honor award
. . . no house deserved a merit award
. . . no house deserved an honorable mention

Four years ago the jurors in AIA's own design competition turned in a similar negative verdict, not just on middle west entries, but on entries from all over the US. That turn-down was one big reason HOUSE & HOME associated itself with AIA in sponsoring the next three design competitions for builders' houses—the west coast competition in 1956, the east coast competition in 1957, and now the middle west competition in 1958. We thought AIA might not be close enough to the builder's problems to understand the special design requirements of a good builder's house, and we thought perhaps AIA had picked judges so aesthetically minded that they might not give adequate recognition to other essential qualities. That's why this year we helped pick jurors with long experience with builders' houses, and that's why we helped change the basis of the competition to Homes for Better Living.

But here is what these practical minded jurors said of this year's middle west entries:

"There were no outstanding homes for better living among the entries.

"It is terribly discouraging to find that this exciting field [of built-for-sale homes] seems to be producing so few really creditable models. . . . What is desperately needed is simple design that represents real basic value instead of the clutter of sales-appeal features which we found in most of the entries."

HOUSE & HOME is disappointed—

but not discouraged, because ...

AN EDITORIAL

Many of the entries offered much better planning, much better design, and much better living than the houses mid-western builders were selling as recently as three or four years ago.

In fact, we think the jurors were too tough in some of their decisions. We think at least two and perhaps three of the entries were good enough to deserve an award. But we might as well face the unhappy truth that:

The typical mid-western builder house still falls well below the design standards set by builder's houses both east and west. The judges in the AIA-HOUSE & HOME-*Sunset* design competition in 1956 were able to give four honor awards and nine merit awards to western builder houses. The judges in the AIA-HOUSE & HOME-*Better Homes & Gardens* design competition in 1957 were able to give one honor award and five merit awards to eastern builder houses. But the jurors in this year's AIA-LIFE-HOUSE & HOME competition felt they could not honestly give even an honorable mention to a mid-western builder's house.

In custom designed homes the Middle West is at least up to the national average, as you can see by a glance at the custom house award winners on pages 94-104. Why can't this design excellence carry over into the builders house field? Here are four possible reasons:

1 Architect-builder collaboration has not caught on in the Middle West as fast as in other sections. Less than half as many builder houses were entered in this year's middle west competition as in 1956's west coast competition and 1957's east coast competition. We doubt if more than one mid-western builder in 20 teams up with an architect to design his houses. This is partly the builders' fault for not offering fees big enough to make tract house design profitable for architects. It is partly the architects' fault for turning up their noses.

2 Only a few top flight mid-western architects are working with builders whereas in other sections most of the very best residential architects have designed tract houses—including such famous names as Campbell & Wong; Smith & Williams; Alfred Parker; Wurster, Bernardi & Emmons; Royal Barry Wills; Jones & Emmons; Anshen & Allen; Charles Goodman; Keyes & Lethbridge; Satterlee & Smith; Edward Fickett; Rufus Nims; and Vernon DeMars. One mid-western builder actually told HOUSE & HOME he would be ashamed to have it known that an architect designed his houses, because in his city the only architects working with builders were specialists in how to cut corners and how to get by FHA with a minimum of everything.

3 Home buyers' taste in the Middle West is lower—or, it might be truer to say that builders think home buyers' taste is lower, so most builders there cater to a lower standard of taste. Many builders say all their prospects insist on is brick veneer and a basement.

4 Building costs so much more in the Middle West that it is harder to build a good house there at a price most people can afford to pay. Says FHA: a house that costs $10,388 in Los Angeles would cost $13,109 in Cleveland. A house that costs $10,232 on Long Island would cost $14,007 in Chicago. A house that costs $9,944 in Atlanta would cost $11,378 in Minneapolis. So in each price class the judges were instinctively comparing middle west houses with very much better houses that could be built for the same money everywhere else. The judges say frankly that several entries were denied an award not because they were bad, but because they were not good enough for their price.

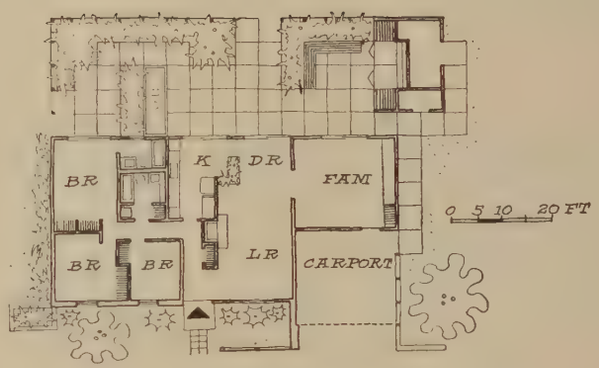
For comment from the jurors on 12 entries, turn the page.

Here are jurors' comments on 12 builder-house entries



Frank E. Jensen

1 CLASS 'C'—over $20,000

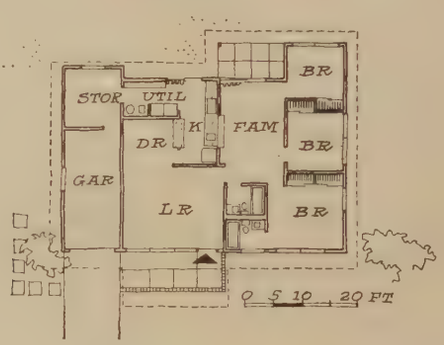


JURORS' COMMENT: "Excellent use is made of large screened terraces in the rear. . . . The rustic exterior is nicely massed. . . . The family room location makes a corridor of the living room."



Hutchinson

2 CLASS 'B'—$15,000 to $20,000

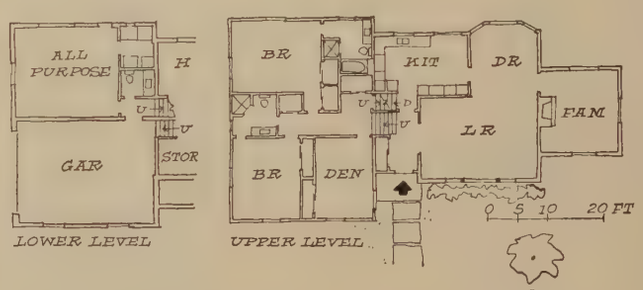


JURORS' COMMENT: "Neat and presentable, although the posts in front might become tiresome when repeated in a subdivision. . . . Except for the entrance walk passing the living room window, the plan works well; almost no space is lost to hallways."

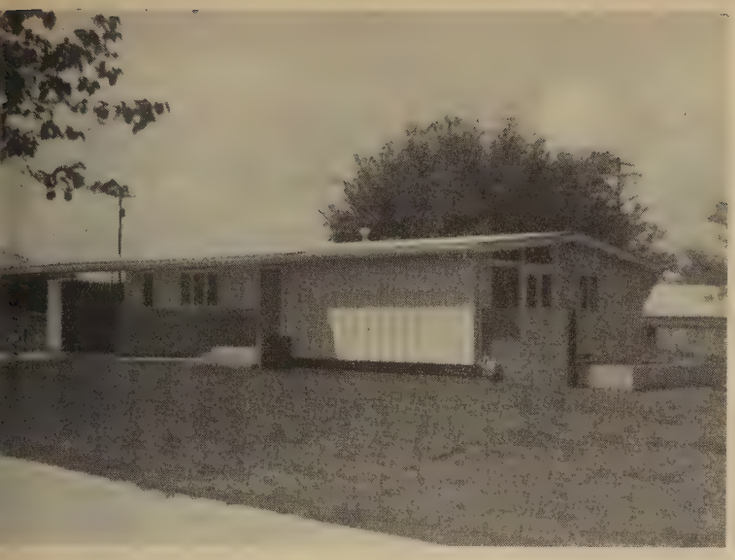


R Marvin Wilson

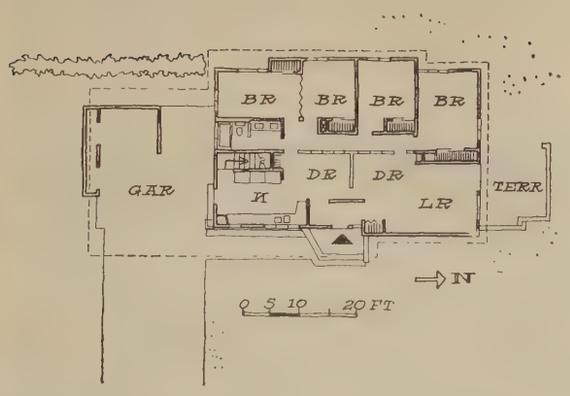
3 CLASS 'C'—over $20,000



JURORS' COMMENT: "The house nestles well into the site. . . . The front of the house (left) has well integrated design, although the rear (not shown) is marred by a jumble of window sizes. . . . The "family room" is actually a study because it is so far removed from the kitchen. . . .



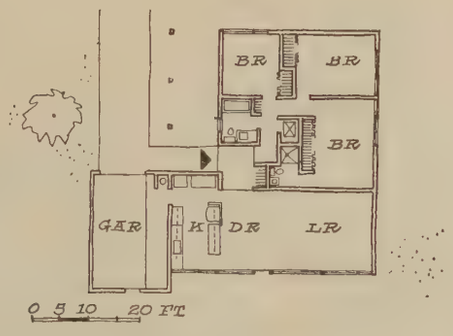
4 CLASS 'B'—$15,000 to $20,000



JURORS' COMMENT: "The exterior is trim, although rather uninteresting. . . . The north exposure of the living room is hard to understand. Even though the principal view is in that direction, the room will be dark and sunless because there is no other fenestration."



5 CLASS 'B'—$15,000 to $20,000

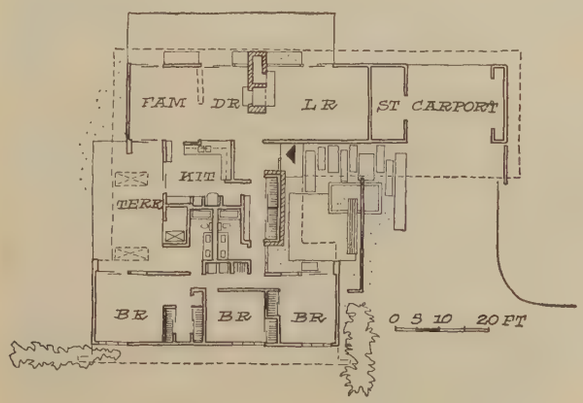


JURORS' COMMENT: "A straightforward solution with a basically good plan and good circulation. It is notable that this house does not have a family room, but the living room is large enough to be divided, if the owners wish. . . . The small amount of storage space provided is questionable. . . . The garden elevation (photo, left) is very handsomely handled but the front elevation (*see p 105, photo 5*) with its half post is not a happy solution."



Emelie Danielson Nicholson

6 CLASS 'C'—over $20,000

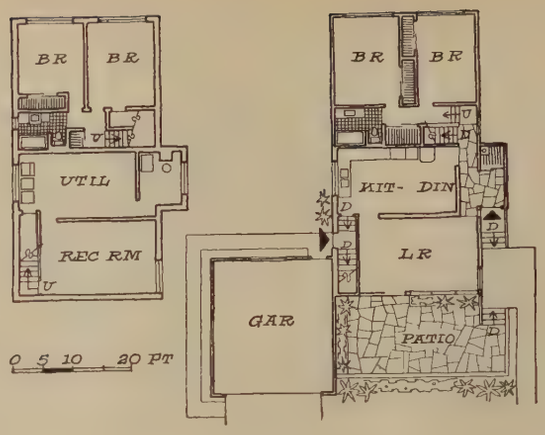


JURORS' COMMENT: "A lavish house with many of the cliches used in Seattle and Los Angeles. . . . The plan is broken up more than it need be, with too much space devoted to hallways and passages."

continued



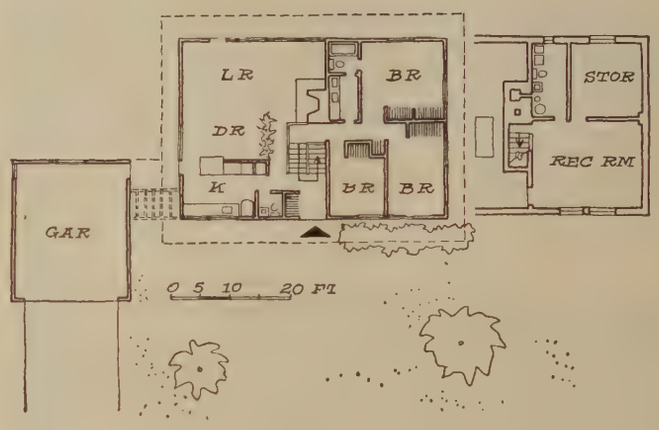
7 CLASS 'C'—over $20,000



JURORS' COMMENT: "Unusual treatment of a plan on a 65' lot. . . . The living room has a pleasant terrace, but its proximity to the street is questionable. The central dining room seems dark. . . . Access to the back yard is inadequate."



8 CLASS 'C'—over $20,000

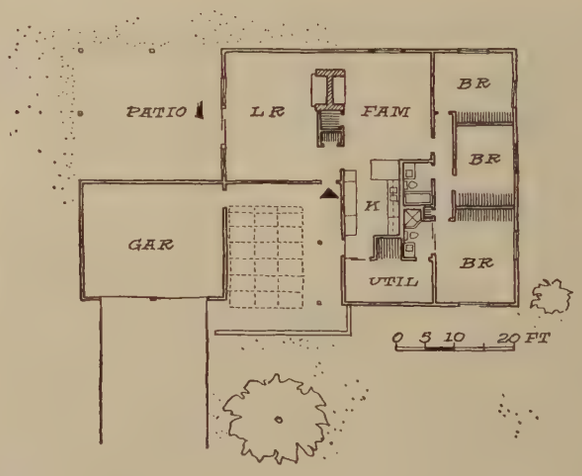


JURORS' COMMENT: "A good simple plan, although the double-entrance bath on the upper level is questionable. . . . The exterior is heavy in appearance, but far cleaner than most split-level houses."

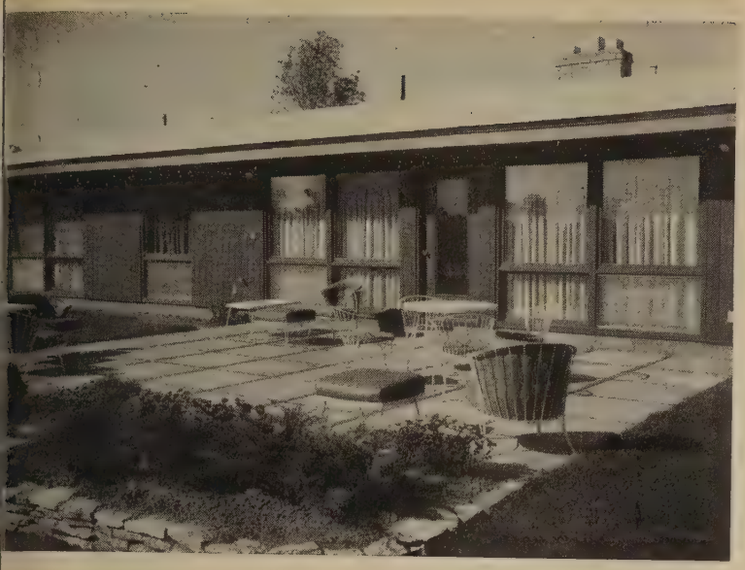


Hutchinson

9 CLASS 'C'—over $20,000

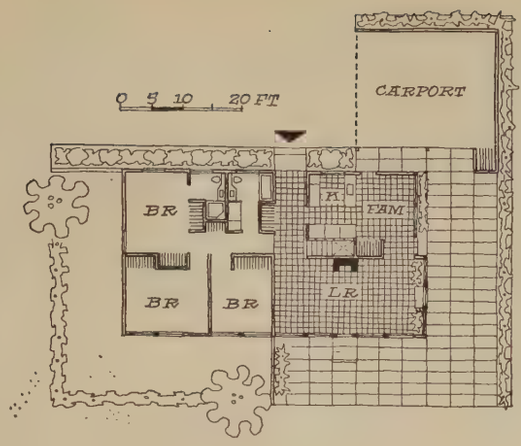


JURORS' COMMENT: "Good simple lines—plain (*for front view, see p 105, photo 9*). . . . The two private patios (left, family patio) make good sense for an urban lot. The plan works well."



Frank Fulkersin

10 CLASS 'C'—over $20,000

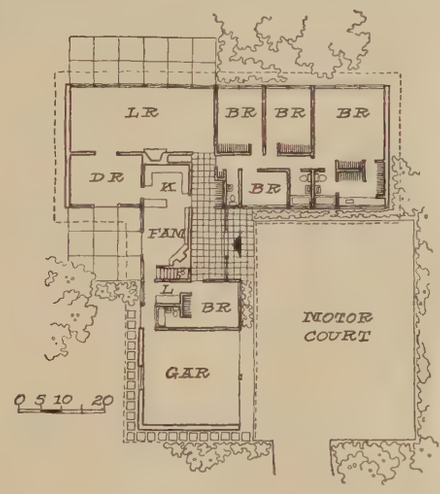


JURORS' COMMENT: "Neat and orderly plan. The rear living room arrangement is to be commended. . . . The front elevation is undistinguished (*see p 105, photo 10*), but the rear fenestration (left) is excellent."



Evanston Photo Service

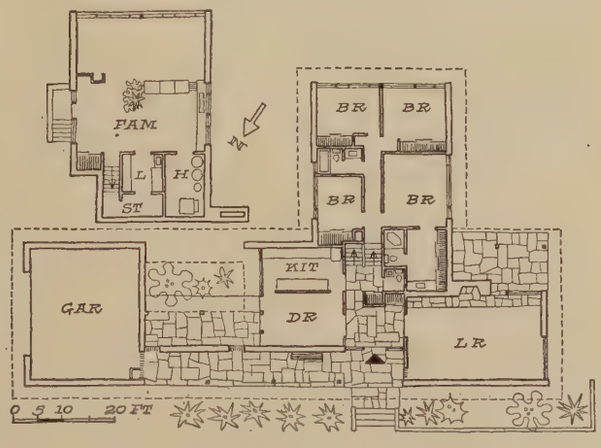
11 CLASS 'C'—over $20,000



JURORS' COMMENT: "It is a great relief to find such clean, simple design, instead of the mish-mash of 'features' of many of the entries. The plan is good, without any trickery. . . . There is a good family room. The entrance facade is unusually pleasant, but the rear elevation is dreary."



12 CLASS 'C'—above $20,000



JURORS' COMMENT: "The house has a lot of charm, but a little too much in places. Despite the cliches—the holes in the roof and the pointed gable end overhangs—it is simpler than most. . . . The plan is basically good. The extensive family room on the lower level makes good use of a sloping site." /END

Round Table Panel

FROM THE AMERICAN INSTITUTE OF ARCHITECTS

Kenneth Wischmeyer, AIA, *St Louis*

Carl Koch, AIA, *Boston*

FROM ACTION

Robert Foeller, *technical manager*

FROM THE AMERICAN STANDARDS ASSOCIATION

Admiral George F Hussey Jr, *Managing Director*

F C Frost, *civil engineer*

FROM THE BUILDING RESEARCH INSTITUTE

William Scheick, *Executive Director*

FROM THE NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION

Charles Bobe, *Chairman, Research Committee*

FROM THE NATIONAL FIRE PROTECTION ASSOCIATION

Horatio Bond, *Chief Engineer*

FROM THE U S CHAMBER OF COMMERCE

James Steiner,
Construction & Civic Development Dept

FROM THE NATIONAL ASSOCIATION OF HOME BUILDERS

Nels G Severin, *President*

Carl Mitnick, *First Vice President*

John Dickerman, *Executive Director*

Ernest Zerble,
Chairman, Code Committee

W D Coffman
Vice Chairman, Code Committee
Pres, Minneapolis HBA

Richard Hudson
Past Chairman, Research Institute

Robert Schmitt
Trustee, Research Institute

Milton Smithman, *Director*
Research & Construction Dept

FROM THE CANADIAN HOUSE BUILDERS ASSOCIATION

William M McCance
Chairman, Research Committee

FROM THE BUILDING OFFICIALS CONFERENCE OF AMERICA INC

Albert P Backhaus
General Chairman, Basic Code Committee
Deputy Director Public Works, Baltimore

Paul E Baseler, *Executive Secretary*
*Code Correlator—*BOCA *Codes*

Albert H Baum, *Past President*
Building Commissioner, St Louis

S Logan McConnell, *First Vice President*
Chief, Regulatory Inspections, New Orleans

Norman E Schmidt, *Secretary*
Director of Building, Evanston, Ill

Geo Strehan, *Consultant*

Joseph Wolff, *Past President*
Building Commissioner, Detroit

FROM THE SOUTHERN BUILDING CODE CONFERENCE

George Van Leeuwen, AIA, *Past President*

FROM THE NEW YORK STATE BUILDING CODE COMMISSION

Major General E J McGrew Jr, *Commissioner*

Arthur Benline, *Technical Director*

Charles Sigety
First Assistant Attorney General

FROM THE HOME MANUFACTURERS ASSOCIATION

Horace Durston, *President*
Vice President, American Houses Inc

Conrad "Pat" Harness, *Executive Vice Pres*

James R Price,
President, National Homes Corp

FROM THE NATIONAL ASSOCIATION OF MUTUAL SAVINGS BANKS

Charles Lyon, *Past President*

FROM THE U S SAVINGS & LOAN LEAGUE

Norman Strunk, *Executive Vice President*

FROM THE NATIONAL ASSOCIATION OF REAL ESTATE BOARDS

Eugene P Conser, *Executive Vice President*

Alexander Summer, *Past President*



Round Table

FROM THE DOUGLAS FIR PLYWOOD ASSOCIATION

N S Perkins, *Technical Director*

FROM THE NATIONAL LUMBER MANUFACTURERS

John Shope, *Senior Engineer*

FROM THE STRUCTURAL CLAY PRODUCTS INSTITUTE

S H McNall, *Chief Engineer*

CONSULTANTS

Carl Boester
Lafayette, Ind

Leonard Haeger, AIA
Levittown, Pa

Burnham Kelly, AIA, *Professor*
Massachusetts Institute of Technology

James T Lendrum,
AIA, *Head, Dept of Architecture*
University of Florida

Spencer D Parratt, *Professor*
Syracuse University

FROM THE LEAGUE OF WOMEN VOTERS

Mrs Donald F Bishop, *Treasurer*
League of Women Voters

FROM THE AMERICAN LEGION

George N Craig, *Past President*

MANUFACTURERS

Bennett Chapple, *Vice President*
U S Steel Corporation

Bay Estes, *Vice President*
U S Steel Corporation

William Ellis, *Residential Sales Manager*
Aluminum Company of America

Henry Peterson
E I du Pont de Nemours

GOVERNMENT OBSERVERS

Norman Mason, *Commissioner*
Federal Housing Administration

Neil Connor, *Chief Architect*
Federal Housing Administration

MAGAZINE EDITORS

Hubbard Cobb, *Building Editor*
American Home

John Normile, *Building Editor*
Better Homes & Gardens

Anthony Astrachan
Business Week

William H Whyte Jr, *Asst Mg Editor*
FORTUNE

Mary Kraft
Good Housekeeping

John K Jessup, *Chief Editorial Writer*
LIFE

Mary Hamman, *Modern Living Editor*
LIFE

John Peter, *Home Living Editor*
Look

Kenneth W Medley, *Associate Editor*
Nation's Business

John Conway, *Associate Editor*
Newsweek

Maxine Livingston, *Family Home Editor*
Parents'

Don Wharton
Readers' Digest

George Goodman, *Contributing Editor*
TIME

MODERATOR

Perry Prentice, *Editor*
HOUSE & HOME



Photos: Walter Daran and Ben Martin except as otherwise noted

ponders $1-billion-a-year cost of too many codes, proposes a simple 6-point program to speed reform

"Code-enforced waste is pricing thousands of houses out of the market. The Directors of the National Association of Home Builders consider conflicting and out-of-date codes one of the home building industry's most urgent problems."

So said Builder Ernest Zerble, Chairman of the NAHB *Code Committee.*

"Outmoded and conflicting codes are blocking design progress."

So said famed Architect Carl Koch.

To explore this urgent problem and speed up its solution, HOUSE & HOME invited 68 code experts, building officials, construction experts, architects, builders, prefabricators, mortgage lenders, realtors, and manufacturers' association leaders to meet for a two-day Round Table discussion. On the second day the Federal Housing Commissioner and representatives of the American Legion, the General Federation of Women's Clubs, the League of Women Voters, and a dozen big magazines were invited to join the experts and consider how the public who pays the bill for code-enforced waste can best be educated to join the fight for code reform.

It was the first time leaders of every segment of the home building industry ever met with code officials to talk over their common problem. It was also the first time representatives of the public were brought into the discussion.

The first day brought out the code cost facts listed on pages 116-119. The second day developed a clear and simple six-step program to speed up code reform. This program is presented overleaf.

The program is catching on so fast that next month's HOUSE & HOME *will almost certainly have big news to report on how the program is to be put into effect and how it is to be financed.*

Here is a six-point program for speeding code reform developed at the Round Table



WOLFF:
The home builders can get exactly what they want if they will sponsor a project with ASA to write a standard for one-to-four-family homes. We in BOCA respect ASA standards. We simply adopt them, and I'm sure every municipality will want to adopt them. This could be handled very expeditiously.



FROST:
It's very easily done.



BAUM:
There is no important difference in the residential construction requirements of the three model codes.



HUSSEY:
American Standards' building code requirements serve as the building blocks for building codes.

Step No. 1:

Divorce the residential code reform movement completely from the problem of code reform for office buildings, factories, stores, schools, hospitals, etc. Otherwise it will be difficult if not impossible to mobilize consumer and homeowner groups like the American Legion and the League of Woman Voters for the fight against code enforced waste.

Step No. 2:

Set up a committee under American Standards Association procedure to re-package the already-almost-identical one- and two-family house construction requirements of today's three model codes and the New York State Code as a single residential construction standard.

Repackage them if possible as a construction standard for one-to-four family houses, because four families is a more practical break point than two and because most four-family units are erected by the same builders who erect one and two-family houses.

Repackage the existing provisions just as they stand, without attempting any improvement now other than the substitution of the more up-to-date lumber stress standards already approved by the National Lumber Manufacturing Association.

With this limitation, the committee should be able to cover its assignment very quickly, whereas it might take years instead of months to complete the repackaging job without first ruling out until later any attempt to change or improve already-agreed-upon standards.

Step No. 3:

Submit this unified standard to the American Standards Association for immediate approval as an American Standard for one-to-four-family house construction. *This approval could be obtained within a few months.*

These two steps need not cost much more than $25,000. One good place to look for this money is from HHFA or FHA. The Housing Agency put up the money to develop the National Plumbing Code.

Step No. 4:

Invite the sponsors of today's three standard codes and the Fire Underwriters' Code to adopt this American Standard for one-to-four-family house construction and make it part of their own codes, just as they have already adopted and integrated the National Electrical Code and the National Plumbing Code.

Spokesmen for BOCA volunteered at the Round Table that BOCA would probably follow this course if ASA approves an American Standard residential code following closely BOCA code's present residential construction requirements.

Step No. 5:

Provide for updating the residential construction code through ASA procedure every year, just as the National Electrical Code is updated almost every year. (This is the time and place to make improvements in now-accepted standards.) Unless the updating is put on a yearly schedule the code cannot keep up with the fast pace of change in home building methods and materials.

This updating would involve few changes in the code itself, since all standard codes are performance type codes. It will involve mostly changes in the accompanying manual listing materials and methods known to meet the code requirements.

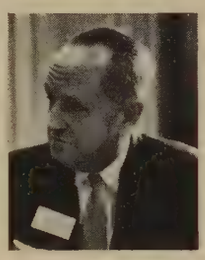
Step No. 6:

Press for immediate coast-to-coast adoption of the unified American Standard for one-to-four home construction by every community, whether or not the community is ready to accept a standard code for big buildings.

This process can be simplified and expedited if every state will pass legislation authorizing code adoption and updating by reference.



SEVERIN:
I deplore the idea that residential construction cannot be segregated in a separate code.



MASON:
I think you put your finger on the nub of how to meet the problem.



MCGREW:
It's ridiculous to say the code for houses has to be in the same package as the code for big buildings.



SCHEICK:
Home building is now done on a nationwide basis and its product must be as acceptable on a nationwide basis as any other mass-produced commodity.

Robert H Johnson



BOBE:
We, in the electrical business, feel we have made great strides with our single code.



HAEGER:
I suggest that ACTION take a very active part in building code reform.



BISHOP:
The women are not going to get mad unless we know, and telling us is the job of all the magazines here.



LIVINGSTON:
You can arouse the women, but what are you going to do about it after you arouse them?



PETER:
If you had one code, then we could help you fight for that code.



BENLINE:
The League of Women Voters has been a lot more effective on code reforms than NAHB.

To put this program across quickly will require 1) effective industry teamwork and 2) broad popular support

Primary responsibility for industry leadership must be assumed by the organized home builders, both at the national level and the local level, but the home builders cannot do the job without the backing of the entire industry. This backing was pledged at the Round Table by representatives of the American Institute of Architects, the Home Manufacturers Association, the National Association of Mutual Saving Banks, the National Association of Real Estate Boards, and the United States Savings & Loan League.

But no industry action can put across code reform without broad support from the public who pay the $1-billion-a-year cost of today's code confusion. The public will continue suspicious of the industry's efforts unless code reform gets strong and effective sponsorship from sources whose motives will be above suspicion.

This means:

1. The Federal Government should once again take the lead in encouraging code reform. This is first and foremost the responsibility of the Housing and Home Finance Administrator and the Federal Housing Commissioner; but the need of code reform is so urgent that many of the Round Table panelists believe that the President should appoint a Presidential Commission to give prestige and stature to the program.
2. The American Council to Improve Our Neighborhoods (ACTION) should volunteer to take the lead in organizing other public interest groups in support of the industry's efforts to speed code reform. This is just the kind of need ACTION was formed to meet.

Others whose support is essential include:

The League of Women Voters and the General Federation of Women's Clubs—because the home is the woman's domain and because women are the heaviest losers by code-enforced waste in the sense that code-enforced waste keeps them from having pleasant and efficient homes.

The American Legion and the Veterans of Foreign Wars—because nearly a third of today's new homes are sold to veterans, so veterans are being mulcted for nearly a third the $1-billion-a-year cost of code-caused waste.

The U S Chamber of Commerce—which for years prior to 1952 was the most active sponsor of code simplification, coordination, and reform.

The big magazines like LIFE, Saturday Evening Post, and Reader's Digest, and most specifically the women's magazines like Good Housekeeping, Ladies' Home Journal, McCall's, and Parents', and the shelter magazines like Better Homes and Gardens, American Home, and Sunset. Only through these magazines can all the facts about the cost and waste of conflicting codes be brought home to all the people who pay that cost.

The local newspapers, who alone can translate the facts of this national scandal into local terms.

continued



CONSER:
The Realtors will certainly support the home builders to create a new and separate home building code.



STRUNK:
The savings & loans will give their full support to industry action for uniform codes.



WISCHMEYER:
We should have a non-federally operated building code on a national basis.



HARNESS:
We prefabricators will back up NAHB on code reform with all our energies, money and time.



LYON:
The savings banks certainly would take a part.

Here are the facts about code chaos costs brought out at the round table



KRAFT:
The home buyer is completely oblivious that these codes exist.



NORMILE:
The people feel they are being gypped and paying through the nose, but they don't understand that conflicting building codes are a big reason for high building costs.



HUDSON:
The builders are more worried about codes today because they know they must cut costs.



VAN LEEUWEN:
Code confusion may add more than $1,000 to the cost of a big house, but it adds less than $1,000 to the cost of a small house.

I

Good modern building codes are essential to assure good building, but . . .

II

Today's chaos and confusion of hundreds of conflicting local building codes —some good, some bad—is costing home buyers an average of at least $1,000 a house. On a million new houses that multiplies out to more than $1 billion a year.

III

Every dollar of code-enforced waste is an unearned dollar in somebody's pocket, so most wasteful code requirements are planted in the codes or kept in the codes by those who profit by those wasteful requirements working together to further or protect their selfish interests. But . . .

IV

The home owners and home buyers who pay the $1 billion-a-year cost of code-enforced waste are so ignorant and so naive about codes that most people believe the only purpose of their wasteful requirements is to make their homes safer and healthier. So the public who pay for code waste could hardly care less about code reform, and public inertia makes it easy for code profiteers to obstruct code progress and standardization.

V

Part of the $1-billion-a-year cost of codes can be itemized as the sum of specific wastes required by hundreds of local codes that are actually bad. Among the most common wastes enforced by many local codes are:

1. wiring installation more costly than non-metallic sheathed cable (Romex) which is just as good and much cheaper than armored cable (Bx), knob and tube, flexible conduit, or rigid conduit;
2. over-engineered framing lumber sizes in excess of those now recommended by the National Lumber Manufacturers' standards;
3. a ban on trusses;
4. trusses spaced less than 24″ o c;
5. studs spaced less than 24″ o c in one-story houses;
6. needlessly heavy sheathing (e g ½″ plywood where ⅜″ would be quite strong enough);
7. needlessly heavy sub-flooring (e g ¾″ plywood for spans where ½″ would do the job just as well;
8. vents within less than 8′ of each plumbing fixture;
9. oversized or overweight pipes;
10. a worse than useless house trap on the waste line.

These ten wastes alone can add more than $1,000 to the price of a house. None is required by any standard or model code.

VI

But bad codes are only a part of the problem.

Even good codes (i e, codes that require few specific wastes) can be costly in proportion as their special requirements force builders to build one kind of house with one set of specifications in one town and a different kind of house with a different set of specifications in the next. (In St Louis County, for example, 47 satellite communities use the standard Building Officials Conference (BOCA) code, but 52 other satellites and the city itself use deviationist codes of their own devising.)

And even good codes can be costly when their too rigid or uninformed enforcement makes it cheaper to stick to old methods than to sell the local building official on a new way to build better for less.

VII

So the cost of all the specific wastes enforced by bad codes adds up to much less than with the enormous cost of letting the multiplicity of codes (some good, some bad) and the too rigid enforcement of codes (whether good or bad)—1) discourage architects' and builders' efforts to introduce new ways to build better for less, and 2) delay the industrialization of home building by blocking the nationwide use of standard components.

How fast could the auto makers introduce economies if it cost more than a year's savings to get a permit for each change? What would a Chevrolet cost if General Motors had to manufacture a special model to meet the often conflicting requirements of 2,000 localities?

VIII

For the same $1,000 now wasted by the confusion of too many codes, home buyers could get year-round air conditioning plus complete thermal insulation, or they could get most of the appliances for a labor-saving kitchen, or they could get close to 200 sq ft more living space, or they could get a second bath plus a washer and dryer, or they could get a brick fireplace and at least one brick wall, or they could get a



WHARTON:
Is there any actual realistic consideration of changing to one code?



SCHMITT:
Lack of standardization defeated the normal progress in this entire industry.



KOCH:
It is getting harder and harder to interest young architects in houses, very largely because they just don't see the sense of building antediluvian structures to fit old codes.



HAMMAN:
We don't need to know all the answers before we tell a woman she can't have a clothes washer because she has a bad code.

choice of half a dozen other new features that would make their homes much more livable (or the price of the house could be cut $1,000).

IX

All good codes today are performance type codes like the model codes; ie, they prescribe performance standards without prescribing or limiting the methods or materials by which the required performance is to be accomplished.

But every good performance code needs:

1. a descriptive manual listing the materials, sizes, methods, etc, commonly accepted as adequate to meet the prescribed standards, so as to minimize the time and talk needed to get approval for the use of construction techniques which are known to be satisfactory.
2. a quick and self-starting system for keeping this manual up to date by approving new methods and materials as fast as adequate engineering data are available. Such a system requires a good technical staff and is expensive for any individual community to maintain.



PERKINS:
We have three good model codes. If any one of the model codes is adopted, along with the national electrical code and plumbing code, you are pretty well eliminating the trouble.

Here is how any town can get a good code



BOND:
A municipality cannot afford to have the kind of technicians that a state agency can provide.

X

Any community that wants good codes can get them quite quickly by adopting the National Plumbing Code, the National Electrical Code, and any one of the three model performance-type construction codes, BOCA, Southern, or International* (formerly known as the Pacific Coast code). There are no important differences in the one and two-family house construction requirements of these three model construction codes.

(A fourth standard building code, the fire underwriters' National Building Code, is too conservative because the insurance companies who sponsor it are more interested in protecting themselves against loss than in encouraging equally fire-safe ways to build better for less.)

XI

International is the only standard code that issues a separate small volume outlining its house construction requirements. (So does the New York State code, and BOCA issues an abridged code that is largely but not entirely residential.)

Separating the Residential Construction Code from the Construction Code for office buildings, factories, hospitals, etc, offers three big advantages:

1. It is a great convenience to builders.
2. It simplifies and virtually eliminates the problem of coordinating the standard construction codes as far as houses are concerned, since their residential requirements are almost the same.
3. It makes a standard residential code much easier to sell, because it lets a community adopt standard requirements for houses without at the same time adopting a standard code for factories, office building, stores, hospitals, churches, and schools.

XII

To make it still easier for every community to have good, uniform up-to-date codes, every state should pass an enabling act authorizing its local governments to adopt standard codes by reference and update them each year by reference (21 or 22 states already have such enabling acts).

XIII

Far more towns still cling to deviationist codes of their own making than use all the standard codes. Big cities are as likely to have bad codes as small towns. Wasteful Pittsburgh codes are one big reason why FHA says it costs $11,731 there to build a house that would cost only $10,079 in Philadelphia. Wasteful codes in New York City are one big reason why builders say it costs nearly $2,000 more to build a small house on Staten Island than to build the same house five miles away in Middletown, N J. So far, no New York State city bigger than Binghamton (1950 population 80,674) has adopted the excellent New York State code.

XIV

Biggest waste is usually caused by archaic plumbing codes reflecting sanitary and medical thinking that became obsolete when Pasteur discovered germs nearly 100 years ago.

XV

There is no excuse for any plumbing code whose requirements exceed the requirements of the National Plumbing Code; there is no excuse for any electrical code whose safety requirements exceed the safety requirements of the National Electrical Code. There is no excuse for any construction code whose requirements exceed the requirements of any of the three model construction codes. Their requirements are almost identical with the new FHA standards, except that on the use of lumber sizes the FHA standards are more up-to-date. They are also almost identical with the residential requirements of the New York State code and the proposed New Jersey State code.

XVI

It is nonsense to believe any group of local electricians can write a better and safer electrical code than the experts

continued



STREHAN:
You have to set up an organization to interpret the codes and to evaluate new materials.



PARRATT:
No city can afford to pay for a code-making system of its own.



DICKERMAN:
First you have to decide what you have to sell.



CONNOR:
The new FHA standards conform almost exactly to the New York State code.



ZERBLE:
One city in five uses a nationally recognized code.



COFFMAN:
I build in the Minneapolis area under 27 different local codes.

** The Basic Code of the Building Officials Conference of America, the Southern Standard Building Code of the Southern Building Code Congress, and the Uniform Code of the International Conference of Building Officials.*



SIGETY:
I think if the right newspaper handled it there would be a Pulitzer prize in it for the editors.



MC CANCE:
The National Bldg. Code is being accepted very rapidly in Canada.



BACKHAUS:
There isn't any reason why we couldn't have one code for the whole country, locally administered.



SUMMER:
Politics enters into it.



KELLY:
It makes no sense whatsoever to let local communities have varying rules on matters which are subject to technical knowledge.

who worked on the American Standard National Electrical Code, including representatives of the National Fire Protection Association (who sponsored the Code), the National Electrical Manufacturers Association, the Electric Light & Power Group, the International Association of Electrical Inspectors, the National Electrical Contractor's Association, the Underwriters' Laboratories Inc, and the International Brotherhood of Electrical Workers.

XVII

It is nonsense to think a group of local plumbers can write a better and safer plumbing code than the experts who worked on the American Standard National Plumbing Code—including representatives of the Building Officials Conferences of America, the U S. Public Health Service, the National Bureau of Standards, the American Public Health Association, the American Society of Mechanical Engineers, the American Society of Sanitary Engineering, the Conference of State Sanitary Engineers, the National Association of Plumbing Contractors, the Western Plumbing Officials Association—as well as the U S. Department of Commerce and the Housing & Home Finance Agency, who sponsored the Code.

XVIII

It is nonsense to think a group of local carpenters, masons, architects and builders can write a better and safer construction code than the construction experts and building officials who wrote the three model construction codes and the almost identical New York State Code.



BASELER:
Vested interests who, enjoy a preferential consideration in most local plumbing codes, blocked all progress on the new National Plumbing Code for one full year. To be more specific, one association blocked any financial support, blocked the appropriation for the committee to meet and review this, blocked the establishment of any staff to consider it.

There is no good reason why a single national standard cannot be written to cover any and all local conditions

XIX

FHA is substituting a single national standard for its former 28 regional standards. In Canada, the Dominion Government sponsors a single national code for all of Canada, and Canada's equivalent of FHA—the Central Mortgage & Housing Corporation—has made this national code its standard from coast to coast.

The N Y State code contemplates snow loads as light as Virginia's on Long Island, as heavy as Minnesota's in the Adirondacks; it contemplates temperatures as hot as Florida in New York City, as cold as Maine up near the border; and it contemplates hurricanes as frequent as Miami's along the coast.

XX

No. 1 reason so few U S communities have adopted the standard codes they could so easily adopt is that the interests who profit by code-enforced waste fight harder to block code reform than those who pay the cost of code-enforced waste fight to get reform. Local subcontractors team up with local labor unions to fight code changes that might reduce the need of local labor. Many manufacturers and trade associations fight to legislate competing products out of business by denying them code approval; they also fight to have codes require more-than-adequate use of their own product. And now many communities, seeking some way to keep out new houses to avoid added costs and higher taxes for more schools and other improvements, are deliberately using bad codes as a subterfuge to zone new houses out.

XXI

Restrictive local licensing often goes hand in hand with code-enforced waste, or is used to enforce waste in cities like Cleveland that have good codes. Restrictive licensing gives favored contractors monopolistic powers to overcharge. This is a separate problem from codes, but simultaneous licensing reform is often as important as code reform.

XXII

Code uniformity becomes more and more important as home building moves faster and faster towards industrializations and away from site handicraft. Thirty years ago most houses were put together one piece at a time from pieces cut to fit at the site. Today builders want to build, not with pieces but with parts—factory-made subassemblies whose economy depends on a broad, national market.

XXIII

Today's most immediate need is standard codes that legalize today's best methods. Soon a still more urgent need will develop: the need of speeding up the revision of even the best codes to keep up with the great changes in home building that lie just ahead, like stressed-skin sandwich panels, sprayed-on plastic roofs, houses glued together, flexible plastic plumbing.

XXIV

Code requirements that go beyond what is necessary and proper to protect life, health, and safety are illegal. Needlessly expensive or racket-inspired code provisions can be—and have been—challenged and upset in the courts. Unfortunately, builders who challenge illegal codes are considered guilty until they prove themselves innocent, and this costs so much money that builders let hundreds of illegal local code provisions stand by default. Even if a builder wins his battle in court, he may find he



LENDRUM:
Codes are used now for many purposes other than to assure the quality or safety of the building.



BOESTER:
The copper boys would like to slay the cast iron boys, and vice versa.



ELLIS:
Aluminum has had its difficulties with codes for 70 years.



PRICE:
Our prefabricated house was designed to meet the four major codes.



MC NALL:
You already have a national standard for masonry construction.



SCHMIDT:
The public officials must be of a better standard, a higher calibre. We need better building officials assured of a definite tenure of office. An aroused public is the only way we can improve this situation.



PETERSON:
The plastic manufacturers are beginning to understand the problems.

has lost the war—for over-ruled building officials have countless ways to get back at them later.

(A New Jersey builder who sued successfully to throw out a code requirement that only wet plaster could be used on ceilings [although sheet rock could be used on walls] soon found it impossible to go on building in the community where he had won.)

XXV

Court action is too dangerous for individual builders; perhaps it should be tried only by builders acting together through their local associations. For example: few individual builders can save enough money to make the fight worth while to eliminate the $25 to $50 cost of a code-required but useless house trap. But in an area where 1,000 houses are being built the builders as a group stand to save $25,000 to $50,000 a year if they can get this useless requirement thrown out.

XXVI

Getting better code administration and code enforcement is just as important as getting better codes. Even the best code is no better than its administration. This puts a great responsibility on local building officials.

XXVII

Too many builders make code waste worse by using codes as an excuse for their own backwardness in sticking to old methods. It is up to the builder to present adequate engineering data to justify any departure from approved local practice but too many builders just say it costs more to sell a new and better method to their local building officials than they could hope to save by its adoption, so they do not even try.

XXVIII

Unfortunately, very few communities give their building officials recognition commensurate with the importance of their work. Few communities have big enough building staffs. Few communities pay their building officials as well as they pay other officials with comparable responsibilities. Very few communities pay their building officials enough to make the jobs attractive to men of the calibre needed to do the job right. Most building officials are grossly underpaid.

Local governments should not only pay their building officials better. They should also provide funds for their building officials to attend regional and national trade shows, and conferences, and courses which would help them keep up with new materials and methods.

XXIX

Money alone will not cure the code problem, but this much is certain: there is no chance of ending this billion-dollar-a-year waste without spending a good deal more money. It will take upwards of $25,000 to co-ordinate the present requirements of the four present residential building codes and translate them into a single American Standard. It will take an additional appropriation each year to keep this American Standard residential code up to date; it will take money to pay better salaries to better building officials. It will take money to let these officials travel and keep up to date with the rapid changes in home building techniques. It will take money to back these local officials up with a good system for handling appeals and for providing expert judgment on new methods and materials. (New York State has set up the best system for backing up local officials with state salaried experts of the state building code commission.)

XXX

For years the Federal Government played a very helpful part in encouraging code reform. The first national pressure for standard building codes came from Herbert Hoover who, as Secretary of Commece way back in 1922, declared that conflicting and antiquated building codes were adding 10% to 20% to building costs. The second big Federal push came from the National Housing Agency in 1946, which among other activities, put up the money that financed the development of the National Plumbing Code. The third big Federal push came from the Housing Act of 1949, which made a good local building code a prerequisite for Federal urban renewal subsidies.

But except for URA, the Federal Government is now doing nothing to further code reform. FHA is actually subsidizing bad codes by giving higher valuations for houses built under wasteful codes than FHA would give equally good houses built under less wasteful codes. The bigger the waste, the higher the FHA appraisal.

XXXI

Outside the Federal Government, the leadership towards code reform has come almost entirely from building officials. Until very recently the organized home builders have taken very little interest in the problem; from 1952 to 1957 the National Association of Home Builders did not even have a Code Committee. The architects, the realtors, the lumber dealers, the mortgage bankers and other mortgage lenders have given little or no sign that they realize they have any stake in code reform.

XXXII

Here is a problem which calls for co-operative action by every segment of the home building industry—architects, builders, lenders, realtors, and suppliers —but the industry is not likely to overcome the problems back of code waste until the public who pay wake up and realize the importance of code reform. Elected officials will not move to end code abuses until code reform becomes good politics. /END



MC CONNELL:
You should not have this difficulty with one and two-family dwellings.



SHOPE:
The lumber manufacturers would like to keep code requirements to the minimum necessary for public safety and health.



DURSTON:
We need local participation in this fight — both citizens and local administrators.



STEINER:
You have to pull together with people who are willing to work toward progress.



Just looking? No, they're buying, too

That's the news from all over the country.

Biggest item: returns are in on three of the year's first Parades of Homes. Results: good—in fact, far better than last year.

1. Houston's parade, hailed as the city's most successful ever, helped hike May starts 60% over April (from 561 to 900)—compared with a 10% improvement (567 to 627) for the same period last year. Said Gordon Neilson, executive secretary of the Houston Home Builders: "The parade opened up the market—gave a great impetus to house sales." Added Developer Frank Sharp: "In Sharpstown alone, the parade will be directly responsible for 40 to 50 more sales per month for the rest of the year." *For details, see p 122.*

2. Mobile's parade surprised local builders by uncovering a market for higher-priced homes ($19,800 to $31,000). Said James Ladner, Mobile Home Builders president: "This is giving us a lot of business over and above the lift we've been getting because of easier FHA financing." *For details, see p 128.*

3. Memphis' parade sparked 125 sales—28 more than last year. Said Jack Renshaw, Memphis Home Builders president: "The market is taking an upturn."

Parade results tell only part of the story

In Atlanta, Lumber Fabricators, Inc, a home manufacturer, is going all-out to push sales by five local builders. Goal: 125 sales in 13 weeks. Results at the halfway mark: Over half the houses sold. *For details, see p 132.*

In southern New Jersey, Bill Levitt opened his third Levittown on the first weekend in June—in two days sold better than 100 houses ($11,490 to $12,490).

On Wall Street, "A" stock of National Homes, biggest house manufacturer, jumped from 15 to 26¾ in 90 days largely because the company was selling its low-priced Fairlane model ($7,600 without land) so fast.

And builders of all sizes report an upturn

When HOUSE & HOME's Ed Birkner met last month in St Louis with key builders from all over the US, he, too, got good news:

Reported Martin Gleich of San Diego's American Housing Guild: "San Diego builders are having their greatest year." AHG sold 97 houses ($12,500 to $16,000) in May, then sold 43 more on the first June weekend.

Reported Ike Jacobs of Dallas: "When people stand in line to buy your houses, you can't deny the market is good." Fox & Jacobs, moved into a new area and, from mid-May to mid-June, sold 75 options on $25,000 houses although the first house won't be ready until this month.

Reported Bill Beck of Midland, Tex: "We're 20% ahead of our best previous year." From mid-May to mid-June, Beck sold 90 houses ($8,250 to $40,000).

Reported Bill Underwood of Jackson, Miss: "We're already ahead of last year's production for the same period and we expect to continue our sales gain." Underwood sold 26 houses in May.

Alan of Houston



CROWDS look over models at Houston's 1958 Parade of Homes

Reported Clayton Powell of Atlanta and Savannah: "We're doing 20% better than last year." In one recent two-week period, Powell sold 24 Atlanta houses.

Reported Ed Fischer of St Louis: "It's a wonderful market, and, if anything, it's getting better." Fischer & Frichtel made 26 sales ($15,000 to $25,000) from mid-May to mid-June.

Reported Bob Fox of Plymouth meeting, Pa: "Better than the same period for any previous year." Fox Bros sold 25 houses (averaging $16,500) in the last two weeks of May.

But not all the news is equally good

In some sections—like Detroit, where the recession hit hard—sales are still lagging. A Chicago mortgage banker reported "sales still bad and not too many starts." A Los Angeles mortgage man said low-cost houses are selling fast, but "the rate of building has not approached 1955's record." And Levitt, despite his auspicious New Jersey opening, was still bearish about the recession—said he expects to build at most 1,000 houses through next February.

Behind the pickup: better design, better value

"Let's face up to it," said Clayton Powell. "The customer wants more for his money. We're giving it to him. My average price this year is $500 lower than last year."

Said Bill Underwood: "Merchandising means more design appeal. I suppose price dictates finally, but design sure makes a difference."

Said Bob Fox: "You've got to show them more and give them more."

Summed up Ed Fischer: "Every good builder in St Louis is selling. Only the less progressive fellows find the going rough. That's because they just haven't caught on to a market that won't buy unless it gets better value."



On the next page: Houston's Parade

Bob Bailey



IN HOUSTON: 32 parade models attracted 126,000 —and they meant business!

Alan of Houston



2,784 QUESTIONNAIRES were filled out by parade visitors, who told what kinds of houses they wanted and when they planned to buy.

The nation's first big parade of homes of 1958 was a success from the day it opened, April 19, to the day it closed, May 4—and ever since, judging by results.

Half of the 32 models sold the first week, an all-time record. Twenty-four sold by mid-June.

In May, the month after the parade, housing starts in the city jumped 60% over April (44% over May 1957).

And FHA applications on new housing also soared in May, approached the all-time record (970) set in March 1955.

Meter box connection figures indicate that sales are keeping pace with starts and loan applications.

Said Gordon Neilson, executive secretary of the Houston Home Builders: "Much of the pickup is due to the interest aroused by the parade, though easier financing and renewed confidence helped, too."

Equally encouraging, results from a survey made at the parade indicate the upturn is going to last.

Builders aimed this year's parade chiefly at the $16,000 to $20,000 market.

This was several thousand dollars lower than the market they aimed at in last year's parade. The change in price bracket was a gamble the Houston builders took months earlier. They bet then that mortgage money would loosen by early spring and the market would open up wide in this price range.

The builders offered new designs. They put features in the

Edward A Bourdon



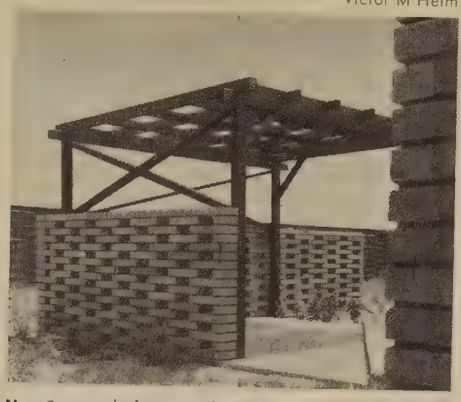
TREND No. 1 . . . center entries

Alan of Houston



No. 2 . . . large family rooms

Victor M Helm



No. 3 . . . indoor-outdoor living

Three trends turned up in the new models

Center hall entrances, family rooms, rear terraces and patios made news at the Houston parade.

Center hall entrances are offered in nearly all the models. Buyers can now have this highly prized feature in most new houses in the $16,000 to $20,000 range. Above left, is Nelson Pruett & Assocs' brick-paved entrance hall seen from the living room.

Family rooms are larger. In most models they are now larger than living rooms. Some living rooms have merged entirely into rear family rooms. Such is the case in Maggie Plumb's contemporary (above center and p 126).

Indoor-outdoor living has now become almost standard. Patios are receiving more attention, as in Tilson-Built Lumber Co's house (above right). J S Norman Building Co's handsome terrace (right) runs the entire rear width of the house.



Victor M Helm

new houses that formerly were found only in higher-priced houses. They filled the models with built-ins, and splurged on furnishings, yet held most prices below $20,000 (on $2,750 lots). Maximum price was $25,000.

More builders than ever before joined the parade. Some built models at the parade's Sharpstown site although their own competing developments were 10 to 20 miles away.

Suppliers staged Houston's largest Home Show of materials and equipment in a 330′ circus tent at the entrance to the parade.

Builders backed up the parade with $80,000 for advertising and publicity.

They used all regular advertising media and all the standard publicity outlets; they started long in advance and they kept it up all during the 17-day showing. TV cooking shows originated from different models. One radio broadcast came from a helicopter over the parade.

Another $50,000 of support came from the city's two gas utilities, which put up that much to help promote the show because the builders of 28 models had agreed to install all-gas equipment. The utilities put 100 demonstrators and other helpers at the builders' disposal. To help whip up interest in the parade, the builders themselves gave away a $20,000 "trend" house (*see p 124*).

One of the best moves the builders made was to hire professional research people to handle a big survey to get a good close look at the visitors who turned out.

The survey showed 12% of the visitors planned to buy a new house within three months.

A total of 38% of the visitors said they planned to build or buy a new house within 12 months.

But the survey results were even more heartening for the builders in the $16,000-20,000 bracket. Almost a third (29%) of the people who said they plan to build or buy this year said they wanted a house priced in the $16,200 range.

Said Neilson: "These figures amazed us. The demand is much stronger than we hoped. On the strength of it our members voted to spend another $50,000 for a follow-up ad campaign. The survey data show that the people who came out to the parade are the people who are serious about buying houses. And as a group, it was a good cross-section. There were about as many men as women who filled out questionnaires. Further, the figures indicate our members seem to be building about the right number of houses in each price bracket."

Answers indicated that the more buyers are willing to pay, the more realistic they are apt to be about what to expect for their money.

The survey revealed that today's home buyers are not entirely space conscious.

The vote indicates there are in fact two almost equally divided groups in the market—those who put space first and those who want a maximum of built-in features in a more compact house. This finding was just as true for people seeking low-priced houses as for people who want a high-priced house.

Two-thirds of the visitors already own a home. This high percentage of home ownership means many prospects have the equity to buy a new home now, builders figured. (Among renters, about half live in houses rather than apartments.)

The survey also showed that the low-price market ($10,000 to $13,500 in Houston) has no monopoly of GI prospects. In fact, veterans are an equally important factor in each price bracket.

(Copies of the 26-page survey report can be obtained for $10 each from the HHBA, PO Box 6626, Houston.)

continued

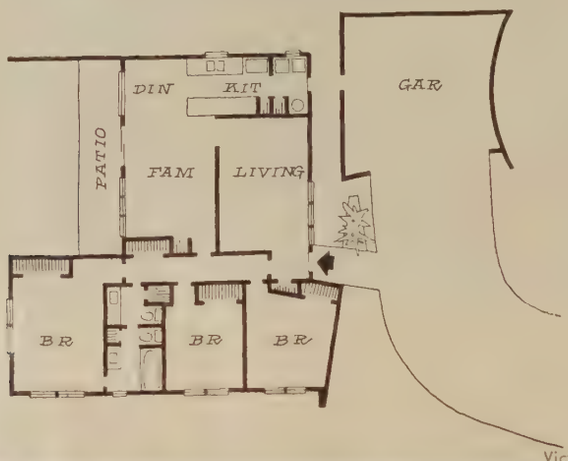
Victor M Helm



Harper Leiper



This trend house was given away to lure the crowds



All the key trends are wrapped up in this contemporary.

Like most of the models, the front wall is largely closed and the main living area is at the rear where it opens on a wide patio. The front elevation gains interest from the concave garage wall. The entrance hall extends past living room to family room and bedrooms. The fully equipped kitchen is part of the big L-shaped area at rear, yet has close access to the two-car garage at front.

Area: 1,480 sq ft. Price: $20,000.
Builder: Hubert Lumber Co.
Architects: Knostman & Webster.

Victor M Helm



Victor M Helm



Small corner-lot plan has two attractive entrances



This contemporary house has garden entrances on both sides. The formal entrance helps divide the children's wing from the adults' living and bedroom area.

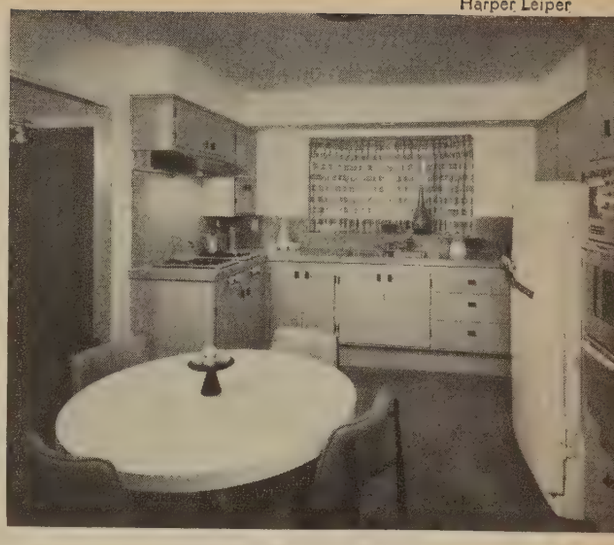
The "front" approach (above left) is through a recessed court hidden from the street by a perforated brick screen. The "side" approach is through a large patio (above right) between garage and house. Both living room and kitchen open on the patio, hidden from the street by wood fence.

Area: 1,351 sq ft. Price: $18,975.
Builder: Letch Building Co.
Architects: Flynn & Flynn, and Buck J Greene, Assoc.

Victor M Helm



Harper Leiper



Here is a model with lots of equipment and space

This romantic facade, still popular in the Southwest, hides a good deal that is up to date inside. Surprisingly, the plan does away entirely with the idea of a living room or front parlor. The single living area, reached through a center entrance hall, is 30′ long (largest room in the parade).

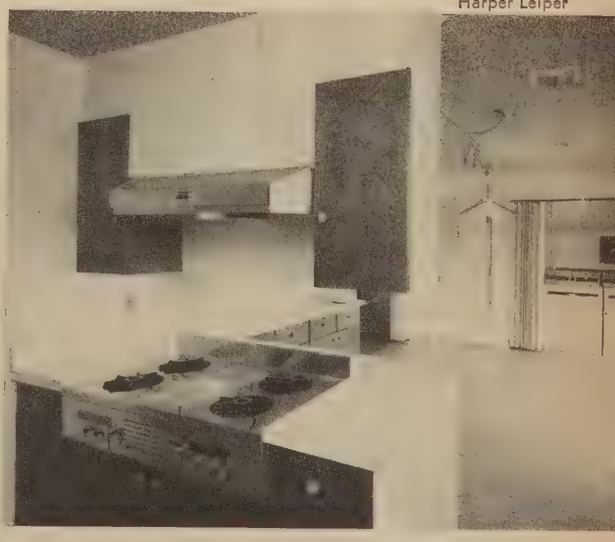
Built for only a little over $10 a sq ft and furnished for $15,000, it sparked sales for the builder as soon as the parade opened, although his tract was 20 miles across town.

Area: 1,650 sq ft. Price: $19,950.
Builder: Raleigh A Smith & Son.
Designer: Robert S Hill.





Harper Leiper

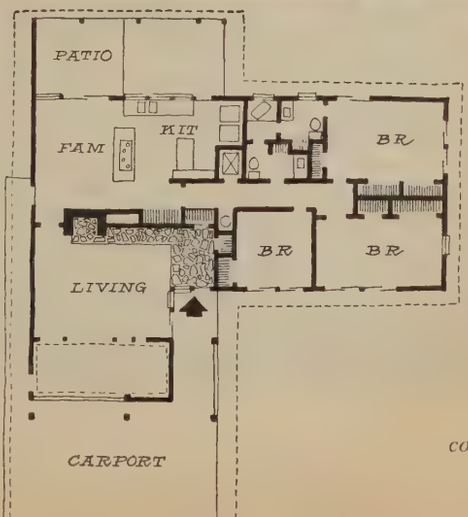


Two patios create big indoor-outdoor living areas

Each of two large living areas in this prefab house opens on a handsome patio.

The kitchen-family room (above right) has a long glass wall open to a wide paved sheltered patio at rear. Though this is actually the larger of the two interior living areas, it seems smaller than the living room in front. This room has two glass walls, one of which opens on a screened patio shielded from street by wall at rear of carport (above left).

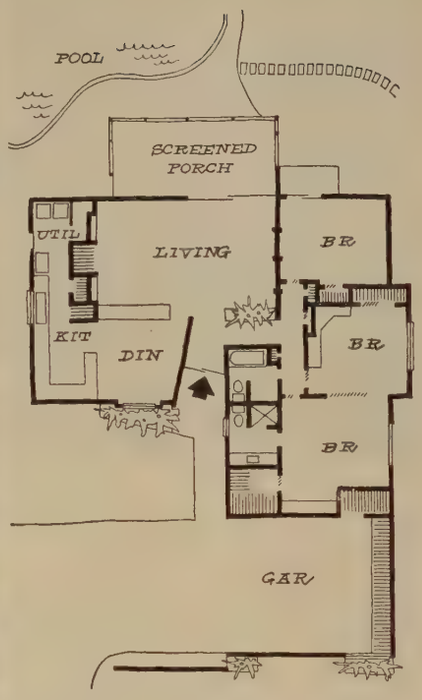
Area: 1,326 sq ft. Price: $18,500.
Builder: Southwest American Houses.
Architect: Larry Bernstein.



continued

Edward A Bourdon





FLOOR PLAN puts entrance at center, opening on the one large living area and equidistant from kitchen-dining area at left and bedrooms at right.

These contrasting exteriors share a basic plan

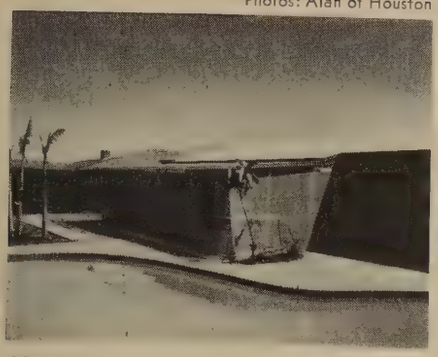
Victor M Helm





FLOOR PLAN of traditional model is essentially the same as used for contemporary house (top of page). Garage in this plan is better related to kitchen.

Photos: Alan of Houston



SCREENED PORCH at rear of contemporary (photos, above and right), has fiberglas molded ceiling. Swimming pool, paved terrace occupy half of the back yard.



and have lots of extra features inside and out

The two most expensive ($25,000, 1,800 sq ft) models in the parade, both built by Maggie Plumb, represent the two major design preferences in Houston. But inside they are essentially the same. Both have long, fully equipped kitchens open onto formal dining areas and large living areas. One living area has a fireplace, the other a built-in TV set. Both houses have three bedrooms, two of which can be combined into one. Each model is air conditioned, and has a terrace or patio in the rear. Architects: W W Crochet (the contemporary) and Jay Carroll (the traditional). /END

Alan of Houston



BATHROOMS in the houses have molded plastic vanities, tubs and showers (above) "in one piece for easy cleaning." All bathrooms are carpeted.

KITCHENS are fully equipped. Barbecue is tiled in Mexican mosaic with a fish pattern (right). Concrete masonry blocks are used in barbecue wall.

Harper Leiper



IN MOBILE: These 21 parade models opened



Wallace S Barnes



William W Lavendar

a new market for more expensive houses

This year's Mobile Parade houses are not only bigger (1,400 to 1,800 sq ft) and higher priced ($19,800 to $31,000) than last year's—they are better sellers.

Ten of the 21 models were sold during Parade Week (May 18th to 25th), vs. none sold during last year's parade. By mid June many builders had repeat orders. Home Builders President James Ladner, for example, has sold two duplicates of his parade model *(see bottom photo, page 131)* and has leads which he expects to result in three or four more orders within the next two weeks.

Ladner sums up: "The parade was surprisingly successful. It is giving us a lot of business over and above the lift we've been getting because of easier FHA financing." (Most of the models sold have been conventionally financed, and some have gone for cash.)

CLOSE-UP (left) of model seen in left foreground of big photo (above) shows long low lines, brick exterior, traditional details typical of Parade. Martin Builders sell this 1,550 sq ft house for $23,400.

A probable factor in the parade's success: the handsome and well planned layout shown above. Houses were spaced on ½ to ¾-acre lots worth $3,150 (this lot price is included in all house prices shown). The handsome setting balanced the fact that the models are 1½ miles farther from town than most other new houses.

What are the features of these well-liked houses?

Every one of the 21 houses is air conditioned. All are either brick or have large panels of brick. All but one (a split) are one story. Every house has a patio or terrace.

Every house has a family room, and many of the family rooms are as large as the living room. In all but one house (the split) the family room works directly off the kitchen, and in all but five houses, it faces the rear garden.

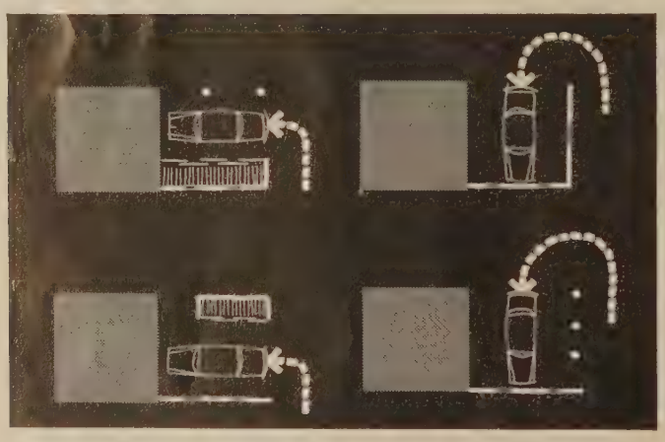
All but three houses have front living rooms. Yet, surprisingly, the center-hall plan is not strong—entry is directly into the living room in all but seven or eight houses.

For Mobile's two most important trend ideas, turn the page



DECORATIVE GRILLE (right) hides carport from street and is balanced by dark panel of vertical boards-and-battens at opposite end of house. Storage wall and utility room at rear of this side-entry carport are airconditioned. Mann Realty Co; 1,694 sq ft; $25,000.

Two best parade ideas are hidden carports



HOW TO HIDE A CARPORT: here are four of many ways to handle side or rear carports. A must: plenty of driveway turn-around space.

Hidden carports make most of the big houses in the Mobile Parade look even bigger than they really are.

By the simple expedient of using a side or rear-facing carport instead of a carport that opens on the street side, 15 of the 21 builders gave their houses a longer, lower look. In all the houses shown on these pages, the front elevation is lengthened by tying the carport into the house with little if any break in the roof line or finish treatment of the front elevation. Many builders give the carport wall facing the street the same window treatment as living space.

Usually, the street-facing wall is not a false front—most builders simply use the indispensable storage wall as the street side of the carport.

STORAGE WALL with windows much like those at bedroom end of house hides carport, at left, in this house. Unbroken roof line and strong horizontal lines of set-back brick courses also help make house look longer than its 80′. Booker Construction Co; 1,512 sq ft; $21,500.





WHITE PILLARS reminiscent of a long-gone southern tradition mark the good-sized porch of this model. Big overhang formed by porch keeps sun off living room and bedroom windows, provides a shady spot for relaxing. Builder: E Allen Sullivan; 1,500 sq ft; $24,500.

... and porches deep enough to be useful

Almost half of the 21 houses in the Mobile Parade have big porches like the ones shown above and below, and all of them have at least a covered entry.

Most of the big-porch houses seek to achieve an Old South look. Some have white pillars (like the house above). Several others have bits of ironwork in the New Orleans tradition.

But whatever the detailing, the porches on these 1958 southern houses serve the same useful function as in 1858: they provide a big overhang that keeps the front living room pleasantly shaded. The big overhang also serves the 1958 function of easing the load on the air conditioning system.

/END

Photos: Wallace S Barnes



COVERED ENTRY is a feature of every house in Parade. This house: Merrit & Raines Construction Co; 1,500 sq ft; $23,700.



BIG PORCH of this model shades big living-room picture window. Builder: Ladner & Sullivan; 1,675 sq ft; $27,500.



WEEKS AFTER OPENING DAY a steady stream of visitors was still arriving at LFI's five model house locations.

IN ATLANTA:

An all-out promotion keeps prospects coming



LOWEST PRICE HOUSE sells for $11,300 with lot, is best seller of five models.



HIGHEST PRICE HOUSE is $19,500, has two baths, family room, big patio.

Lumber Fabricators, Inc is showing that you can sell houses fast in a slow market—if you are willing to make an all-out effort.

It is using the same kind of king-size advertising, promotion and sales campaign to sell its houses that other companies use to move consumer goods. Says M O Gustafson, marketing vice president of the big Ft Payne, Ala prefab firm: "We felt the housing industry was long overdue to try the kind of full-scale promotion other products get. And we believe this was never more needed than during today's recession when people must be stimulated to buy. We now know they *can* be stimulated by this kind of all-out selling effort."

LFI is testing this approach with a 13-week trial run now taking place in Atlanta, a city where sales have been slow. It is introducing its new line of Kingsberry Homes (photos, left), which were designed by Henry D Norris, AIA. Results for the first seven weeks of the campaign: sales are well over halfway to the 13-week goal of 125 signed contracts.

Company officials are so sure they are on the right track that they expect to keep up the intensive effort year round, sell 600 houses a year in Atlanta. And they plan to use the campaign in other southern cities as well.

Five builder-dealers are cooperating in the big push

LFI lined up five dealers (most of them new to its roster, and each with land available in a different section of town) as active partners in the campaign.

Each dealer chose a different one of the five models in the new line, agreed to have it ready by opening day. Each agreed to have 25 FHA or VA conditional commitments ready for the 13-week test. And each agreed to put up one-third of the advertising budget for his houses.

To help in the all-out effort, LFI got a lot of advice and help from a lot of merchandising experts—as you'll see on the pages that follow.



PROMOTION in downtown store window attracted thousands.

LFI promotion blankets the city

The four-color ad for opening day (right) deserves close attention for several reasons, including the fact that it was prepared by J Walter Thompson Co, the world's largest consumer-products advertising agency. This ad stresses five main themes: 1) variety of design and location, 2) brand-name products, 3) terms, to appeal to men, 4) decorating ideas, to appeal to women, and 5) "Buy a *brand*-name home." Opening day $150 "soap-coupon" (lower right in ad) turned several sales.

But this ad was just the opener shot in an area-wide barrage:

A steady fire of large week-end space and daily classified ads is following up. Total impressions: 3,500,000.

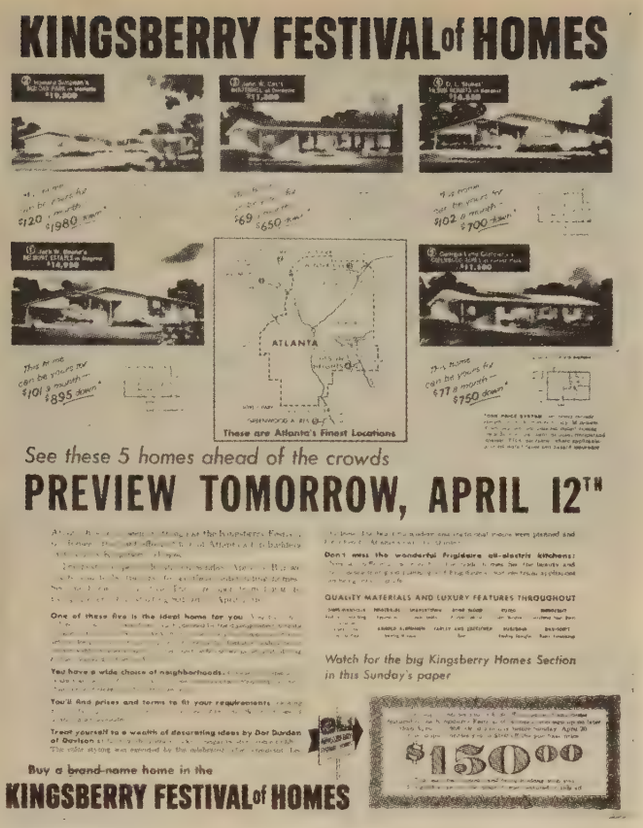
Davison's department store devoted its corner window to LFI for two weeks—on "the busiest intersection in the South." (see photo above).

Nine TV announcements had choice time spots each week-end for the first four weeks. Total viewers; 3,250,000.

Frigidaire (a supplier) devoted much of the time on its popular local radio show to the opening. Audience: 3,000,000.

Publicity began early, hit a peak with a pre-opening tour attended by civic and FHA officials—and Miss Georgia.

The ad budget for the three-month test will come to about $25,000. If sales go as expected, the budget will exceed $100,000 for 12 months. LFI put up $140 per house for the ad campaign; its dealers ante $70 per house ($35 of it in advance, $35 when the house is sold).



OPENING-DAY AD showed five models and how to find them.







"DRY RUN" just before opening day gave salesman training in making prospects feel at home, showing house's features, making close.

Salesmen got thorough training in every phase of their job

On March 6 sales training opened with a visit of the builders and all their 29 salesmen to LFI's plant in Fort Payne. There the group saw how the houses were built and learned about their hidden features.

On March 27th the group met again in Atlanta, this time to learn the over-all promotion plan from LFI officials.

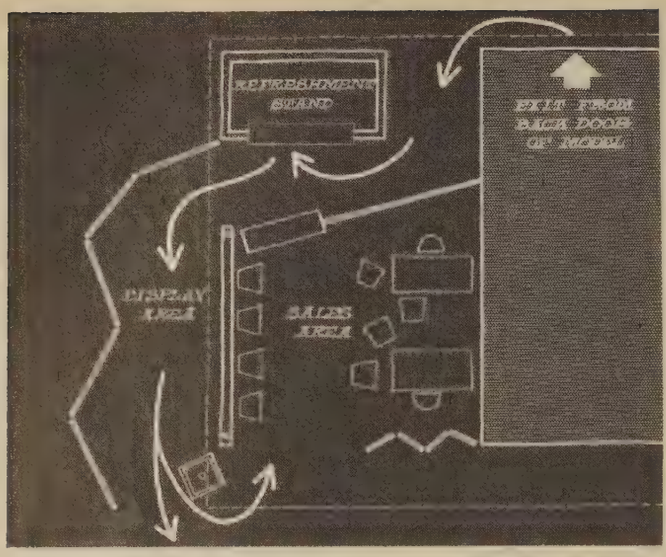
On April 3 they assembled for a full day's meeting at which all suppliers gave well-rehearsed presentations on the brand name products in the houses.

On April 11, two days before the opening, Merchandising Expert Stanley Edge led a final training session.

On April 12 each dealer conducted "dry run" training for his salesmen at the model (photos above). Hostesses—usually housewives in the neighborhood—also got their instructions.

Almost daily from February to the April opening, LFI sent letters to its builders and their sales managers to keep them steamed up and abreast of developments. Each letter closed with the number of days left until opening day.

To see LFI's *well planned "store", turn the page*



TRAFFIC FLOW pattern insures that visitors see all the displays.



SALES AND DISPLAY area is in carport.

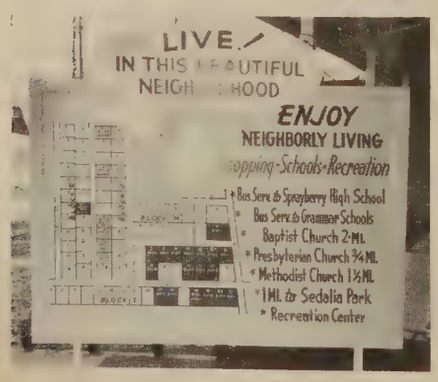
Every detail of the sales area was carefully planned

LFI never lost sight of the important thing: turning visitors into buyers. So the prefabber put a great deal of planning into the layout of the carport "store" and the displays that went into it. The same basic plan is used in all five models.

Hostesses in the display area try to spot good prospects, direct them to the "Home Buying Advisor" or to sales desks.



DISPLAYS show wide choice range available (see below), urge visitors to talk with "Home Buying Advisor" about terms, trade-ins- qualifying.



CHOICE OF LOTS is shown on this sign, which also sells neighborhood features.

Gabriel Benzur



CHOICE OF COLOR schemes, planned by Consultant Lee Childress, is displayed.

Gabriel Benzur



CHOICE OF MODELS and exterior colors is shown on these signs. /END

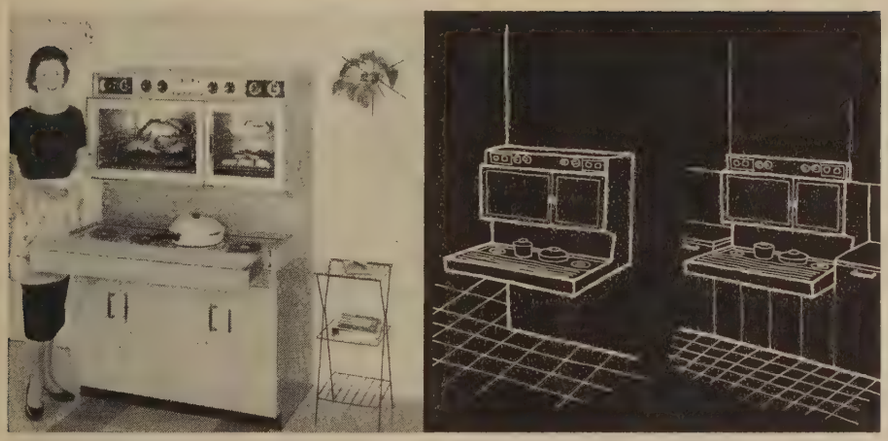
Be sure to see

NEW WAYS TO BUILD BETTER

A monthly report on home building ideas, products, and techniques

Starting here

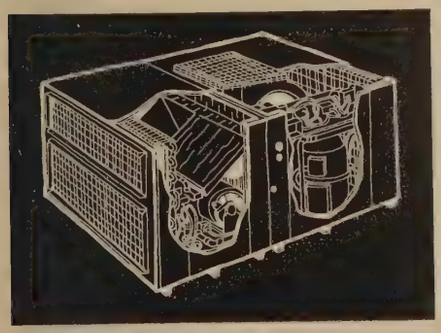
New products



Here's a three-way range that stands on its own cabinet (left), hangs on a wall (center), or can be built into your cabinets (right). Glass-doored oven has 400-w, 2,000-w, and 3,000-w (broiling) rod elements; small oven has 1,500-w element. Four burners (two thermostat controlled) are hidden by a slide-out maple countertop, disconnect when top is closed. Control panel is above eye-level ovens, out of children's reach; fluorescent counter lights are concealed beneath ovens.

Tappan Co, Mansfield, Ohio.

For details, check No. 1 on coupon, p 180



Lennox heat pump has an evaporator that works at below zero, a condenser that works at up to 145F. Units have 3 to 5 ton cooling capacity, 12,500 to 21,500 Btu heating capacity. Unit can be close coupled, above, or separated. Outdoor section fits under window sill or, with soundproofed hood, through carport or garage wall.

Lennox Industries, Marshalltown, Iowa.

For details, check No. 2 on coupon, p 180



Panelized lumber sheathing is now made by Weyerhaeuser in 2'x8' sheets ¾" thick plus ½" shiplap. Kiln-dried boards are bound in resin-coated kraft paper with waterproof glue. Maker claims Sheath-all eliminates need for building paper, allows favorable vapor transmission, gives good nail-holding. $74 per M sq ft at mill.

Weyerhaeuser Sales Co, Tacoma.

For details, check No. 3 on coupon, p 180

And on the following pages

Technology

Five appliances make a wall . . .
How to install insulation correctly . . .
Now, masonry veneer comes in panels . . .
A low-cost way to lay plastic drains . . .

page 142

What the leaders are doing

How to spend $5,000 on promotion . . .
Two-way radio tracks your trucks . . .
Give your job shack curb appeal . . .
Seven ways to cut costs . . .

page 138

Publications

Design tables for Douglas fir . . .
Report on masonry paints . . .
Data on framing anchors . . .
What colors are popular . . .
And 13 other publications . . .

page 175

More **New products**

A single-package plumbing wall . . .
New built-ins for your whole house . . .
What's new in air conditioning . . .
Manufacturers show new appliances . . .

page 146

She'll love a Long-Bell Natural-Wood Kitchen.

Long-Bell Natural-Wood Kitchen Cabinets give every woman who is planning a kitchen a combination of attractive features. A natural, lasting beauty that exudes a warm and gracious air, top styling that doesn't sacrifice efficiency, plus easy installation.



Long-Bell Natural-Wood Kitchen Cabinets are available in units adaptable to any size kitchen... ready to install or knocked down. Manufactured from either Birch or Rift grain Fir.

Write today to - *Factory Sales Department, Longview, Wash. - for brochure on L-B Kitchen Cabinets.*

INTERNATIONAL PAPER COMPANY
LONG-BELL
DIVISION
Kansas City, Mo. Longview, Wash.

Long-Bell Natural-Wood: *To last the lifetime of the home.*

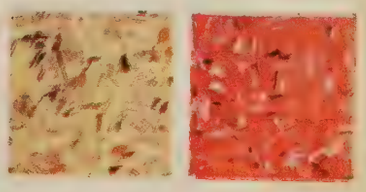


Illustrated is B. F. Goodrich "Agatine" in Black White and Tapestry, just 2 of 16 sparkling colors.

B.F.Goodrich

Great start for a sale . . . vinyl and rubber combined in 1 magic tile!

Prospects will be closer to being buyers when they glimpse dazzling B. F. Goodrich "Agatine." It shows immediately that you use the very finest materials in the houses you build and sell. This great new floor tile is both vinyl and rubber . . . combining the resilience and comfort of rubber, the easy cleaning of vinyl (a damp mop makes it sparkle!). Tiny flecks of color are blended into a design that goes clear through—outlasts the house. Grease and household stains wipe off without damage. 9″ x 9″ tiles in economical 80 gage or ⅛″—for on or above grade. For more information, write The B. F. Goodrich Company, Flooring Products, Watertown 72, Mass., Dept. HH7.



"Agatine"

FLOOR TILE

(MADE WITH VINYL)

B.F.Goodrich *Flooring Products*



Now . . . the $10,000 Market is in the palm of your hand!

Sell the full-value, full-profit Custom Vanguard for $10,000 complete with lot!

NO OTHER LOW COST HOME GIVES YOU ALL THESE CUSTOM VANGUARD SELLING FEATURES:

- ***Choice of 8*** Contemporary Ranch and Colonial designs.
- Natural finish flush ***birch doors throughout.***
- ***2 x 4 construction*** throughout.
- Factory-applied double-coursed ***cedar shakes*** or horizontal siding.
- ***Choice*** of aluminum or wood windows.

Makes term selling easy!



Visit, call or write P. R. Thompson, Vice President—Sales, Inland Homes Corporation, Piqua, Ohio (Phone: Prospect 3-7550).

Inland® Homes CORPORATION

Plants in Piqua, Ohio and Hanover, Pa.

Suburban has all the features most women want...

GIANT NEW DOUBLE OVEN

NEW VERTI-VUE WINDOW

NEW SCULPTURED DESIGN

and they get your prospects EXCITED!



The great new Electric Suburban has *two giant* ovens, independently controlled. Bake in both . . . broil in both . . . bake and broil at the same time . . . fully automatic. Both Gas and Electric Ovens feature almost 10,000 cubic inches of cooking space yet occupy only 24″ wall space.

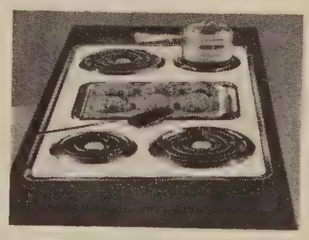
And just watch the excitement mount when your prospect sees the exclusive new Verti-Vue window. Through it she can see what's cooking at all *12 rack levels.* Only Suburban has it!

GAS or ELECTRIC INTERCHANGEABLE UNITS

One size opening fits all corresponding models of Gas and Electric Ovens and Cook-Tops. Terrific saving in time and labor costs!

COMPARE THESE FEATURES WITH ANY OTHER BUILT-IN RANGE

- Rotisserie
- Automatic Top Burner Control
- Duo-Cook Griddle
- Extra Burner Under Griddle
- Space-Making Griddle Cover
- 12 Oven Rack Levels in Upper Oven
- 10 Oven Rack Levels in the Lower
- Interchangeable Color Panels
- Automatic Clock Controlled
- Eye Level Control Panel
- Wide Choice of Cook-Tops
- Automatic Oven Temperature
- Independent Oven Lamp Switch
- Thermostat on Each Oven
- New-Design Oven Racks
- New-Design Door Handles
- New-Design Broiling Tray
- Full Fiberglas Insulation
- Porcelain Enameled
- Fiberglas Door Seal
- Water-Tight Cook-Top Installation
- Front or Top Mounted Cook-Top Controls
- 8-Position, 7-Heat Switches
- Choice of Oven Sizes
- Stainless Steel and 8 Colors
- Center Simmer Gas Burners
- New Burner Grates and Bowls
- All Porcelain Burner Box
- Hyperdermic Instant Pilot
- Recessed, Enclosed-Type Oven Elements
- Built-In Oven Vent
- Automatic Broil Stop Positions on Doors



suburban
America's Finest Built-In Range

GET FULL DETAILS NOW!

Samuel Stamping & Enameling Co., Dept. HH-78 Chattanooga, Tenn.

Rush to me — at no obligation — complete information on Suburban

☐ Electric Built-In Ranges ☐ Gas Built-In Ranges

Name_____

Address_____

City_____ State_____

continued from p 138

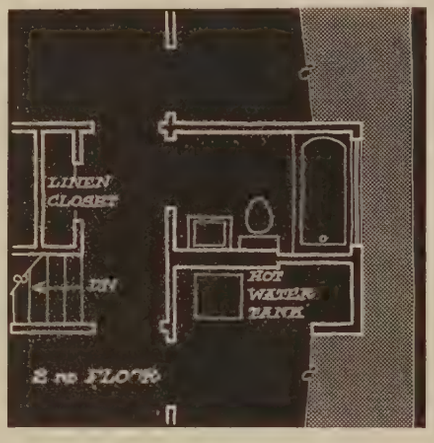


Even a construction office can have curb appeal

Take this one, for example: It was built by Pearce-Uible to blend with the homes in their new Jacksonville subdivision.

Seen from the outside, it is a house set off by a lawn, shrubs, and fencing. Inside, it's an office. When the builders move to another location, they refurbish the interior, sell their former office as a house, and build and landscape a new office-house to fit into their new development.





Here's a space-saving spot for a hot-water boiler

To save counter and closet space on the first floor, Nat Gumenick of Richmond, Va. tucks the hotwater boiler under the eave of his story-and-a-half houses.

At an extra cost? No. Because Gumenick builds on radiant-heated slabs, and his second floors are heated by hot water baseboards. What's more, buyers are assured of instant hot showers because the second-floor bath backs up against the hot-water boiler, as shown on the plan at right.



Using two-way radios? Make them extra loud

How? By putting loudspeakers on your radio-equipped trucks.

That's the advice of Harvey Furgatch of American Housing Guild, San Diego's biggest builder (more than 600 houses a year). When Furgatch and partner Martin Gleich installed radios in eight of their 11 trucks, they speeded communications with drivers, thus got trucks where they wanted them faster. But they still weren't reaching drivers who happened to be out of earshot of a radio. So they amplified their signals —added a loudspeaker, plus a bigger battery, to each truck radio.

"Now," Furgatch says, "we always make contact." Cost of the loudspeaker systems: roughly $8,000.

Cost Cutters

"We save $125 a house on interior painting by spraying on a heavy coat of industrial lacquer and covering it with a coat of flat enamel. This combination hides minor drywall defects, works well on many surfaces (wood, steel, fir plywood, drywall, cement), dries quickly so two coats can go on in one day and provides a washable finish"—*Dave Wilson, Louisville.*

"You needn't be a mud slogger when you're building streets. To keep mud from slowing us down, we laid a polyethylene film (Visqueen) on one of our streets four weeks before we put in the base. The ease of working on a drier surface was well worth the extra initial cost. And, of course, we can re-use the protective material"—*Dick Goodwin, Haddonfield, NJ.*

"Cut the cost of cutaway displays —the kind that show your hidden construction features—by using an unfinished house as one big cutaway. It's best to have it near your furnished model and, of course, you'll want to be sure it's clean and safe for people to walk through"—*Harry Bennett & Assoc, Stamford, Conn.*

"Save a day on brick-veneer houses by having your masons work to your carpenters' exterior trim. That way, the carpenters don't have to return to finish the job when the masons are through. It's also a good idea to prebuild cornices instead of building them in place. By building houses a day faster, we save on construction money."—*Jim Bible, Augusta, Ga.*

"We lopped off expenses when we switched from wood to steel foundation forms. We figure wood pegs alone were costing us $1,500 a year. We're still using the same steel forms we started with and we've built over 200 houses with them. We oil the forms before use so there's never any problem knocking them away from the concrete"—*Bud Frichtel, Fischer & Frichtel, St Louis.*

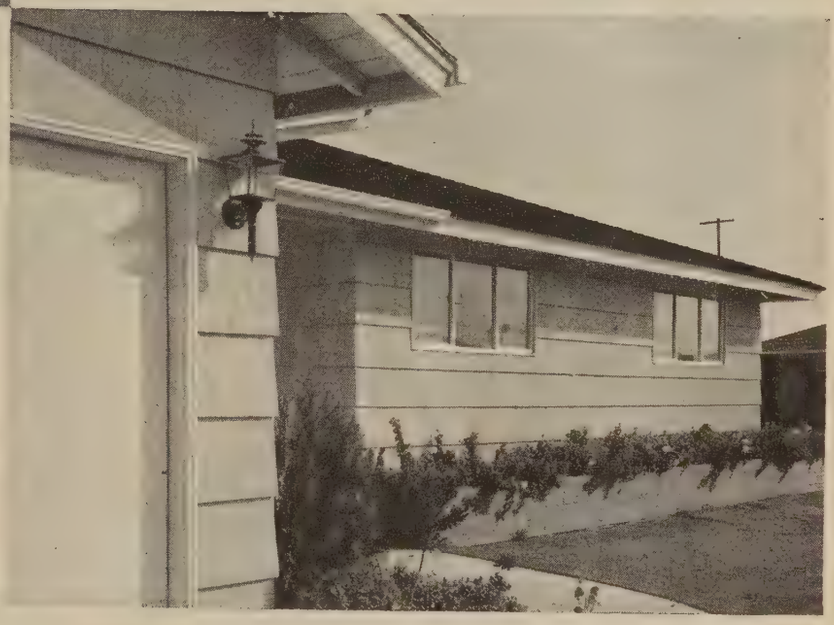
"Build overhangs economically by nailing 2x6 lookouts to the top chord of your trusses instead of using longer (and more expensive) lengths of lumber on the top chord to get the overhang extension. We precut our lookouts to 4′ lengths. The lookouts lap the top chord by 2′ to give us a 2′ overhang"—*Bob Schmitt, Berea, Ohio.*

"We got more for less when we replaced the conventional steel beam and steel lally columns under the first floor of our hillside houses with a wood beam supported by studs 16″ oc. Buyers who want to make the lower level into a livable room can do it easily—just by nailing gypsum dry wall to the studs." *Burton W Duenke, St Louis.* /END

CEDAR SHAKE WALLS



stop the traffic...



...start the sale

Until a prospect stops, there can be no sale. That is why quality—*unmistakable exterior quality*—is vital to successful home merchandising. Cedar shake walls, with their clean-cut textures and dramatic shadow accents, put quality right out front. *Out where it shows. Out where it sells.* That is why genuine red cedar is the dominant wall material in so many modern communities.

RED CEDAR
SHINGLE BUREAU

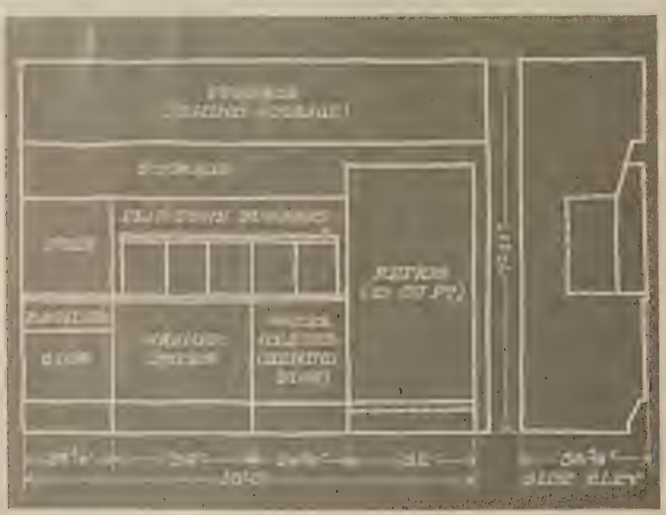
5510 White Building, Seattle 1, Washington
550 Burrard Street, Vancouver 1, B. C.

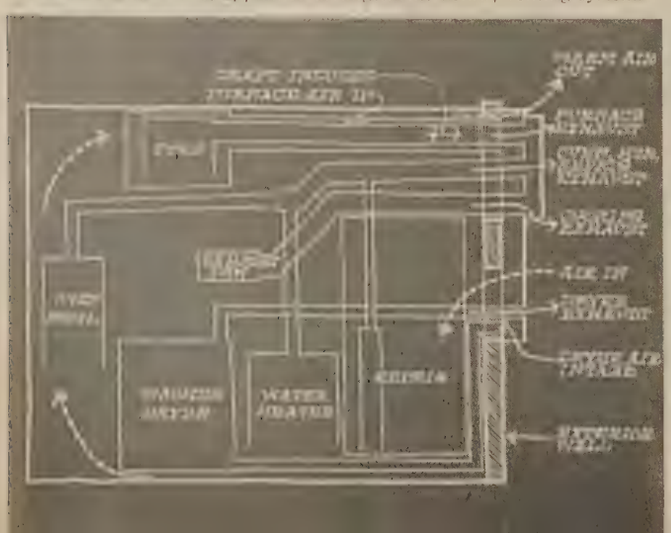
Your Best "Outside Salesman" Is Cedar





Coming soon: this gas appliance wall for cooking, laundering, heating





UNIT DESIGN: above, appliance arrangement; below, venting system.

It is the latest experiment in built-in equipment centers. Builders who saw it at a preview last month are so enthusiastic that you'll find it on the market soon.

In this one wall—10′ w, 7′11″ h, and 33″ d—are an oven, a broiler, five flip-down burners, and a refrigerator; a washer-dryer; a 40-gal. hot water heater and a 80,000 Btu furnace. (For equipment line-up, see diagram top left.)

Walter Dorwin Teague Assoc, who designed the unit for the American Gas Assn, checked with leading builders across the country to find out what appliances they'd like included in one packaged unit, came up with the finished product you see here. The unit, made up of standard appliances now on the market, will cost "considerably less" than the combined cost of the separate appliances, the developers say. And, they add, there are other big savings:

1. The cost of an interior wall can be eliminated since the unit is designed to form one wall of the kitchen. The wall is finished both sides in buff and yellow baked enamel on steel with accents of red, white and blue.

2. The cost of a basement or utility room can be eliminated since the furnace, water heater, and laundry are included in the unit.

3. The cost of a chimney can be eliminated because the unit has a self-contained venting system (diagram, bottom left). Gases and hot air are directly vented out through a terminal on the exterior wall of the house. (Outside air for combustion and cooling is drawn in through the terminal.)

4. Appliance installation costs will be cut because the unit comes fully assembled, with all gas, water, and electricity lines brought to one connecting point.

Production of the unit is scheduled to begin in a few months, says AGA (420 Lexington Ave, New York City). FHA approval is pending.



4′ x 8′ PANELS are calked, ½″ veneer glued to insulation board on 2 x 4 studs.



ERECTION IS FAST. Three men, using only hammers and wrenches, put up the exterior wall for this 1,200 sq ft, two bedroom house in 87 minutes.

This masonry veneer exterior wall can cost under $1 a sq ft

Its LuReCo-like veneer panels sell for between $22 and $25—or 70¢ to 78¢ a sq ft, says the developer. Cost of erection and calking vertical joint between panels comes to less than 2¢ a sq ft, studies show. Finishing the inside of the panel (dry-wall, taping, paint, and labor) would cost about 20¢ per sq ft. Total cost: as little as $1 a sq ft.

This wall system was developed by Redibrik Industries, Holland, Mich. They lease machines used to make the veneer to builders and dealers, and sell jigs for assembling panels.

The ½″ veneer, simulating 15½″ x 3″ bricks, fits a 16″ module. It is adhered to the insulation board sheathing with a neoprene-like industrial adhesive.

The veneer is a cement product with additives that reduce water absorbency to about 5%. Exposure tests over two Michigan winters have produced no failures from freeze-thaw cycles. FHA is checking the system for approval.

Here are six test results from NBS that suggest better ways to install foil insulation

Foil, used alone or as part of the insulation in a wall or roof, can cut heat transfer in half. But much of the effectiveness of the foil can be lost by sloppy installation. That's what research at National Bureau of Standards shows.

NBS tested 28 different panels simulating wall and roof sections. In some panels, foil was used as the only insulation; in others, as facing on insulation boards and batts. Panels could be rotated to check heat flow vertically up and down (as in a flat roof or attic floor), 45° up and down (as in a pitch roof) and horizontally (as in a wall).

Here are the six major conclusions of the test series:

1 "Theoretical calculations are too optimistic." Tests showed that the actual value of heat flow resistance of a panel was almost always somewhat less than the calculated value obtained using standard air space and material resistance data. (The next five findings help explain the variance.)

2 "Condensation on the reflective surface decreases the effectiveness of insulation." Resistance to downward heat flow was cut as much as 30% when moisture collected on the reflective facing of the insulation. Moral: make sure no condensation gets in your walls by installing insulation so that the vapor barrier is tight to the frame, unpunctured.

3 "Wedge-shaped air spaces do not insulate nearly as well as air spaces of uniform thickness." Foil installed diagonally across a stud space (from the inside face of one stud to the outside face of the adjacent stud) allowed 25% more heat through than foil set parallel to panel faces. Moral: take the time to install your installation straight in the stud space.

4 "Holes of any size in foil at top and bottom of stud space cut insulating value." Holes equivalent to 1 sq in. at each end of a vertical 30″ membrane cut air space insulating effect 18%, by allowing air to circulate. Minute perforations in a membrane cut insulating effect 20% for heat flow downward; most of this effect was caused by radiation through the tiny apertures. Moral: don't puncture or tear insulation when installing it.

5 "Foil insulation must face an air space to be effective." Moral: the insulation, with foil face on the warm side, should be set *into* the stud space, not at either edge.

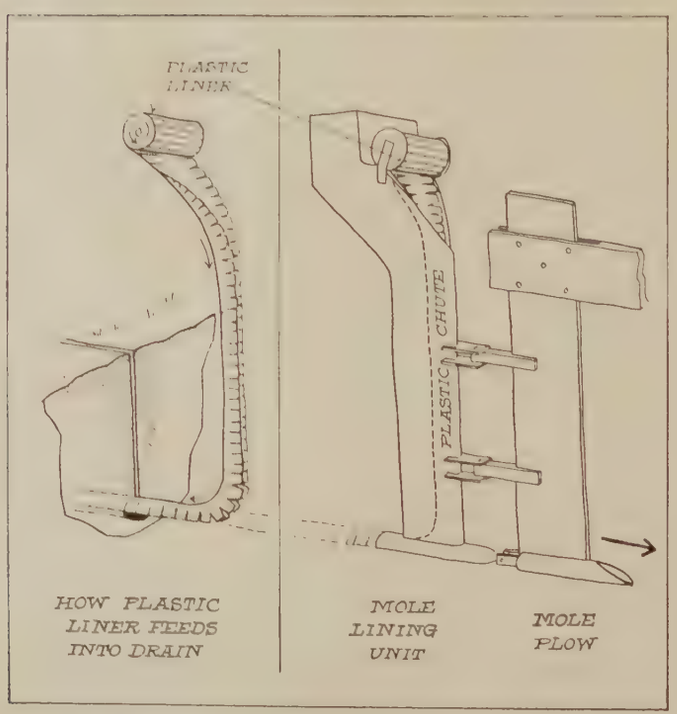
6 "Part of the downward heat flow, radiating off a foil membrane, strikes the exposed framing above the foil and is conducted through the framing member by conduction." Moral: when installing insulation in ceilings, the top foil surface is best set closer to the top edge than the bottom edge of the joist, so that "the exposed framing above the foil" is minimized.

You can get a copy of the test report, "Building Materials and Structure Report 151" by writing Supt of Documents, US Government Printing Office, Washington 25. Price: 20¢.



MOLE UNIT is drawn by tractor, forms a 3″ diam lined channel 1′ to 2′ below surface. Maximum depth of channel depends on soil density and tractor used. Wide trench, as in photo, or dug hole is used to start mole plow on its run. Details of operation are shown in drawing below. Cost of mole unit and hydraulic controls (behind driver) is estimated at less than $2,000.

This experimental mechanical mole lays drain at 1½ mph —for only 7¢ to 8¢ a foot!



HOW MOLE WORKS: Plow, right, opens 3″ channel, pulls lining unit. Plastic liner (see detail left) is pulled from reel on lining unit by friction. It travels down through chute and—as it slides out base of lining unit—forms roof in channel.

This high speed and low cost is possible because no trenching is required and no backfilling is required. The mole plow (see diagram) forms the drain channel without disturbing any other soil except a narrow slot from the channel to the surface, which is formed by the plate supporting the plow.

The mole lining unit simultaneously places a slotted vinyl arch 2″ w and 2½″ h in the channel. This "roof" sharply decreases erosion in the channel, doesn't impair its function.

Tests to date show no crushing of the drain from ordinary surface loading. The soil above the channel, since it is essentially undisturbed, supports loads as heavy as a tractor without deflection of the drain.

This mole unit was developed under a cooperative project of the US Dept of Agriculture and Cornell University by Department Engineers C D Busch and T W Edminster.

Best use for mole drains is reclaiming marginal land

Says Busch, "The most extensive use of these low cost drains will be in reclaiming depressions and soggy land where soil conditions demand more [conventional] drains than can be justified economically." The mechanical mole can provide preliminary drainage of building sites, permanent drainage for lawns, parks and playgrounds, where closely spaced drains are often essential.

The mole is not limited to flat land: on hillsides, low-cost mole drains, following contours, can be closely spaced to form an interceptor system that will take off water table seepage in the spring, cut down runoff after heavy rains.

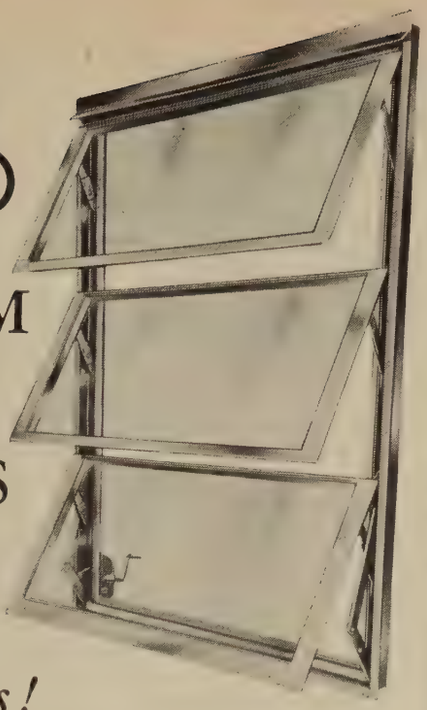
But, for obvious reasons, the mole can't be used in rock-filled soil or in wooded areas.

VAMPCO

TRU-SEAL

ALUMINUM AWNING WINDOWS

. . . the Aristocrat of home windows!



Vampco's Tru-Seal "Full View" Aluminum Awning Windows are the very last word for modern residential construction and are also widely used in commercial and institutional buildings. They can be used as separate units, flankers for picture windows or combined with panels to form either curtain or window walls.

Made of the finest quality tempered aluminum extrusions, Vampco Tru-Seal windows have the trim, narrow lines that are so essential to meet current architectural trends. Their operative mechanism and micro-adjustment are exclusive patented features. Controlled ventilation . . . complete weatherstripping . . . easy washing from the inside . . . lifetime screens and storm sash interchangeable from the inside . . . low initial and maintenance costs are among the many outstanding advantages that Vampco Tru-Seal awning windows provide.

Vampco Tru-Seal Awning Windows exceed Aluminum Window Manufacturers' tests A-A1 and A-A2 and are accepted for residential and commercial buildings by F.H.A. Available in 54 standard sizes . . . special sizes to fit any opening at moderate cost.

The Vampco line also includes aluminum casement, intermediate projected, glass block and basement windows. For complete details, mail coupon below, today.

VALLEY METAL PRODUCTS CO.

PLAINWELL, MICHIGAN

SUBSIDIARY OF

MUELLER BRASS CO.

PORT HURON, MICHIGAN

A NAME THAT MEANS THE VERY FINEST IN LIFELONG ALUMINUM WINDOWS

VAMPCO

See Complete File in Your Current Sweet's Catalog

VALLEY METAL PRODUCTS CO.

Dept. HH-78, PLAINWELL, MICH.

- ☐ Send Light Construction Aluminum Window Catalog.
- ☐ Send 56-page Industrial-Institutional Window Catalog.
- ☐ Send Curtain Wall Catalog.

NAME_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE___ STATE_____

TRADE-WIND

NEWEST BOOST TO HOME SALES!



SPACE SAVER VENTILATING HOODS

USES NO CABINET SPACE

FINEST FINISHES for newer elegance

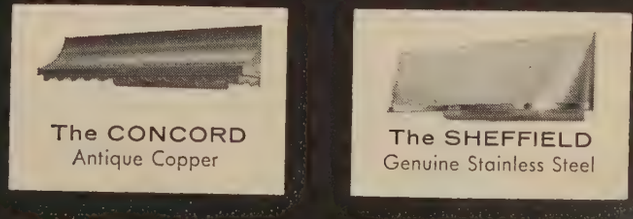
CERTIFIED PERFORMANCE for guaranteed efficiency

UNIQUE DESIGN . . . trend-setting style for custom appearance

3 HOOD STYLES for choice of decor

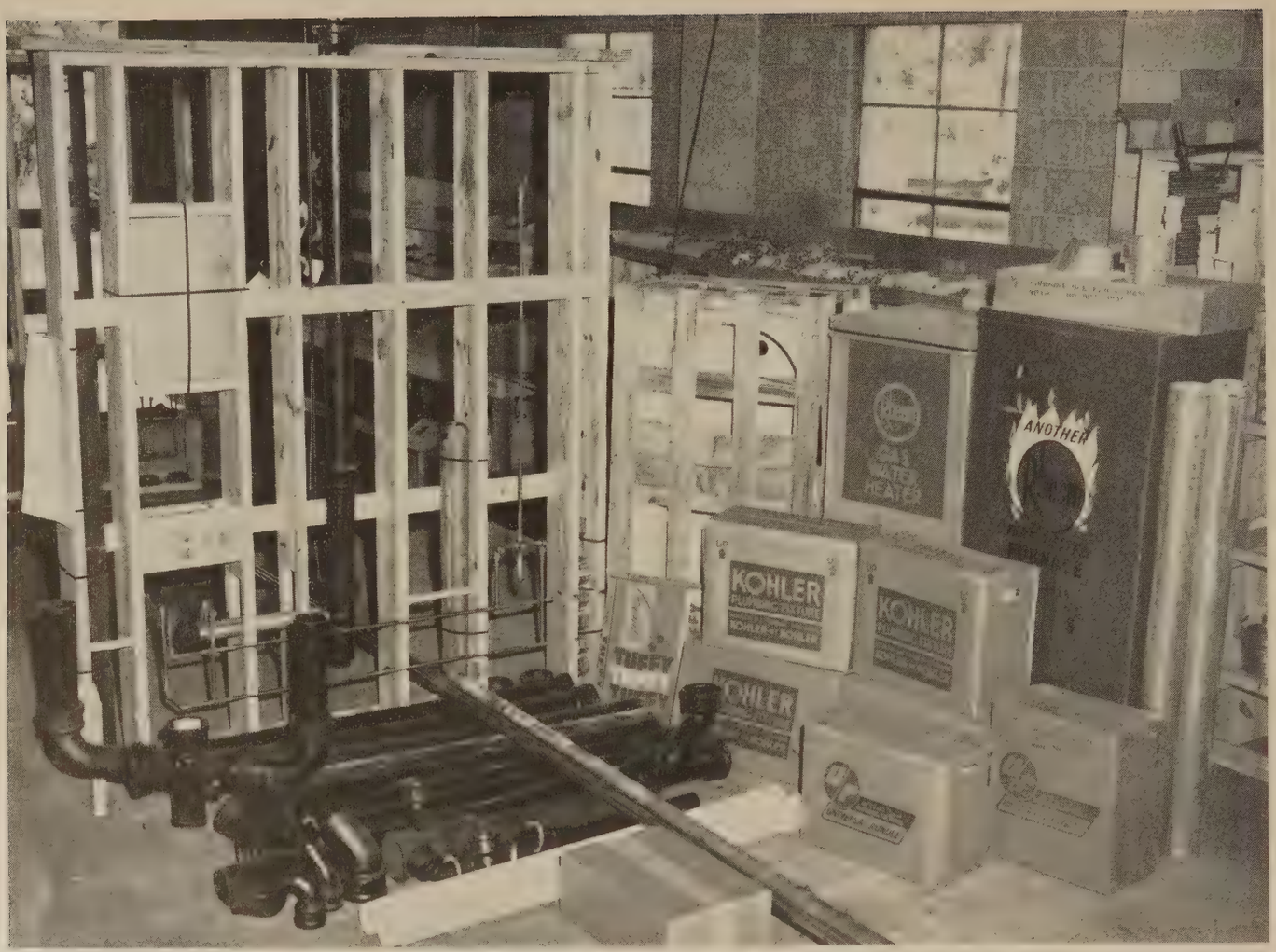
Again — Trade-Wind sets the fashion with its smart new line. Here is fresh, new styling and even greater performance at modest cost.

Ask your wholesaler or write us for complete information



Trade-Wind Motorfans, Inc.

7755 PARAMOUNT BLVD., DEPT. , RIVERA, CALIFORNIA



COMPLETE LFI PACKAGE may include stack and piping assemblies, waste and supply lines, fixtures, furnace, and water heater.

Here's a plumbing wall you can buy from your plumber (and save $100)

If you build within 350 miles of Ft Payne, Ala, you can buy this plumbing assembly through your plumber from Lumber Fabricators, Inc, Ft Payne, Ala. Price per unit (in 25-unit lots): $400-$600 fob.

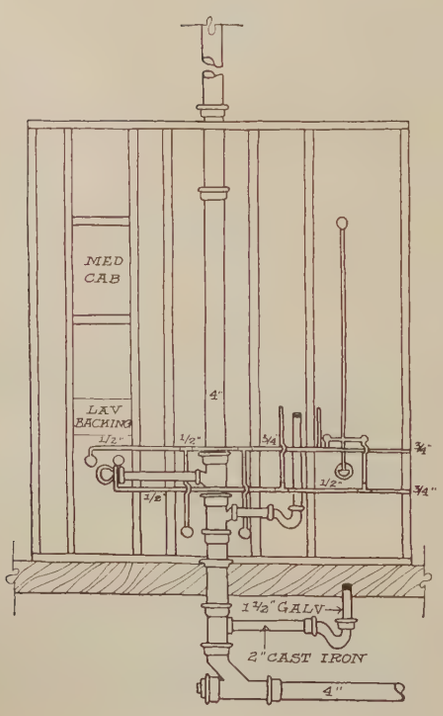
This is how the deal works

You and LFI pick a local plumber who will serve as LFI's dealer and your plumber-installer. LFI fabricates the assembly to meet your own plan requirements. You can have up to five different layouts in each 25-unit lot. LFI works out local code problems through the plumber-dealer and delivers the package to your site for installation, as a component, by the plumber.

This way both you and the plumber profit. You save labor, materials, on-site job time (plumbing completed in two days), and work with fixed costs. The plumber saves warehousing, sales expense, materials waste, callbacks, and one crew-day in labor. Estimated saving: $100 each per house.

Lumber Fabricators, Ft Payne, Ala.

For details, check No. 4 on coupon, p 180



PLUMBING WALL (left) is framed by 2x8s, holds stack and above-floor plumbing for bath (and kitchen or second bath). Rough-in plumbing is supplied for field cutting and assembly. White fixtures are standard but colored ones may be drop-shipped.



PLUMBING IS TESTED (right) at the LFI plant after assembly. LFI plumbing manager is a master plumber so fabricator buys materials at trade prices, passes saving along in the package price. Manager works with dealer to solve local code problems.

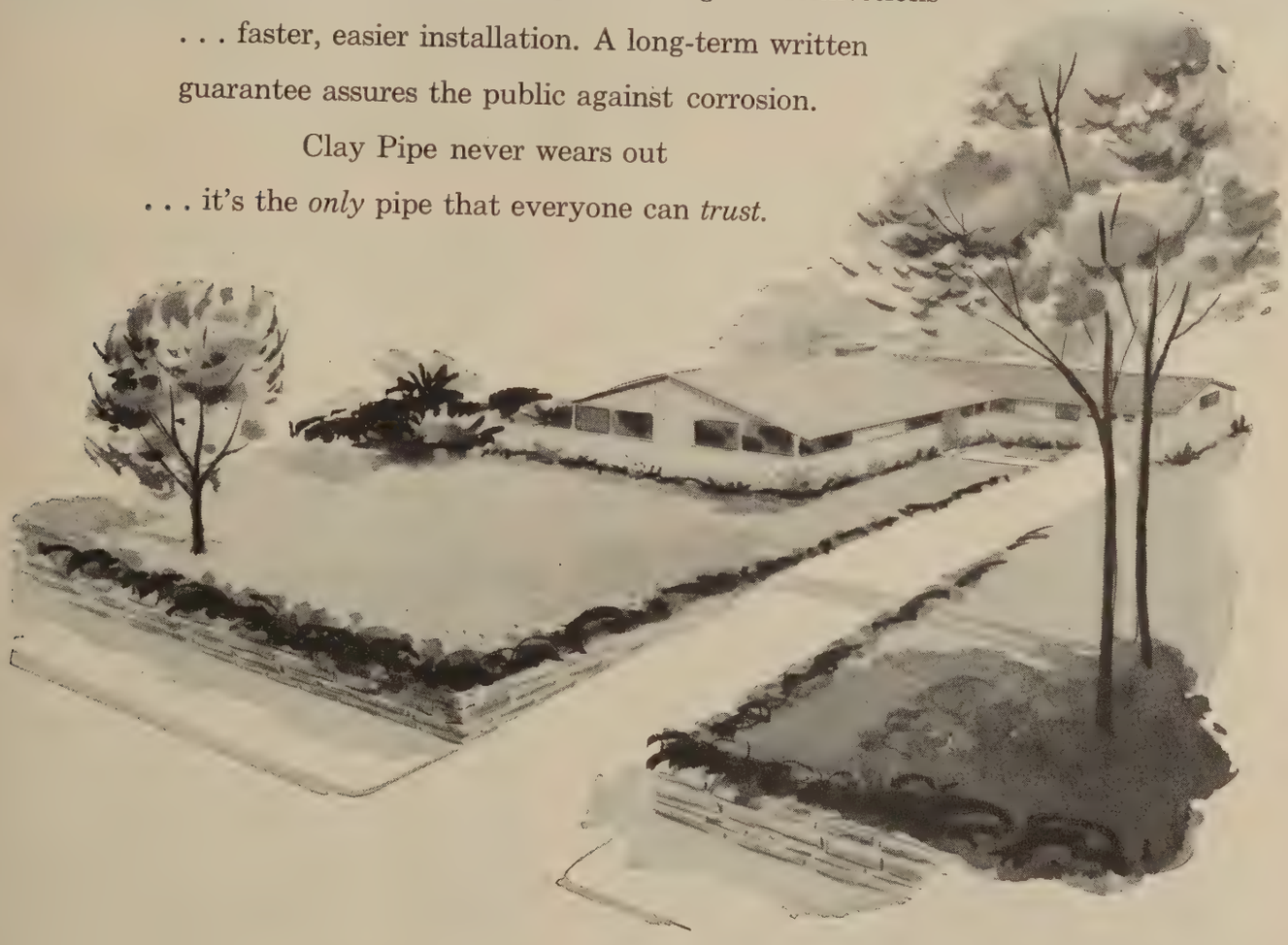
continued on p 148

only Clay Pipe has All the Features you can trust

There are some substitutes for Clay Pipe . . . and each substitute has *some* of Clay Pipe's features. But only Clay Pipe has *all* the features you can trust. Chemically inert, it can't rust, rot, corrode, or disintegrate. Its smooth, hard vitrified surface insures a faster flow of waste and sewage . . . eliminates clogging. And now, new longer Clay Pipe with factory-made joints provides tighter connections . . . faster, easier installation. A long-term written guarantee assures the public against corrosion.

Clay Pipe never wears out

. . . it's the *only* pipe that everyone can *trust.*



Vitrified **CLAY PIPE** *Never Wears Out*

C 258-6

NATIONAL CLAY PIPE MANUFACTURERS, INC. 1820 N Street, N. W., Washington 6, D. C.
311 High Long Bldg., 5 E. Long St., Columbus 15, Ohio • 703 Ninth & Hill Bldg., Los Angeles 15, California • Box 172, Barrington, Illinois • 206 Mark Bldg., Atlanta 3, Georgia



KITCHEN CABINETS include counter-height island, long desk-height work table, ceiling-hung storage.



OPEN DIVIDER-PASS THROUGH above countertop (right) is formed by shelves and stanchions between kitchen and cabinet-lined living area.

With these cabinets you get storage for every room in the house

You can use them in the kitchen (above, left) or anywhere else you need built-in storage space.

Designed by Paul McCobb for Mutschler Bros in clean contemporary style, the line is completely modular: units are made in a standardized range of heights, depths, and widths (see sketch below). There are sliding-door, swinging-door, and glass-door cabinets, drawer units, open-shelf dividers, metal and wooden stanchions that meet the needs of almost any custom design.

For the kitchen there are countertops to take burner units, soffit-height cabinets fitted to built-in ovens, as well as accessory tray storage, vegetable bins, cutting boards, mixer shelves, laundry hampers, etc.

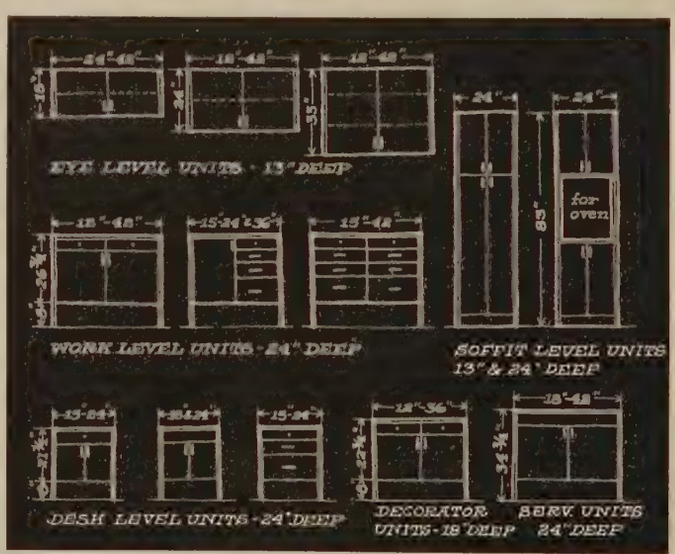
All the units have 13/16″ solid-core hard-maple veneered faces, three-ply backs and bottoms, 1¼″ tops finished to your order: marble, tile, linoleum, vinyl, laminated plastic, stainless steel, etc. Solid maple cutting blocks can also be inset. Corners are reinforced with triangular blocks, drawers are dovetailed. Finishes: walnut, fruitwood, autumn-tone or decorator colors.

Price? About 20% to 30% more than Mutschler's regular lines.

Mutschler Bros, Nappanee, Ind.

For details, check No. 5 on coupon, p 180





MODULAR SIZES of new line are shown in this small selection from the nearly 80 units. Aluminum or wood stanchions are 6′ and 9′ long, trim to size. ¾″ x ¾″ aluminum protects edges at floor level.

LINE OF DRAWER UNITS suspended in aluminum stanchions forms an airy storage wall for dressing area in McCobb-designed display.

continued on p 150

NOW... color and decoration uniform all through





A triumph of electronic automation

This great new tile is made on an entirely new, ultra-modern production line controlled *throughout* by a tremendous electronic master-board especially designed for Gold Seal by GE automation experts. This means such absolutely accurate control that an entirely new standard of precision and uniformity is achieved in color, size, texture, gauge and strength . . . with maximum dirt resistance and gloss.

FOR THE LOOK THAT'S YEARS AHEAD
GOLD SEAL
Gold Seal®
FLOORS AND WALLS

SPECIFICATIONS

ASPHALT—Size: 9″ x 9″ and 12″ x 12″—Gauges: 1/8″ and 3/16″—Colors: 17
VINYLBEST—Size: 9″ x 9″—Gauge and Color: 1/8″—15 Colors; 1/16″—13 Colors
APPLICATION—On, Above and Below Grade

Gold Seal® ends pattern wear in Vinyl Asbestos and Asphalt Tile flooring!

The tile photographed above reveals, by a special test, the most important improvement in this type of flooring since the invention of vinyl asbestos itself. A portion has been "peeled" up to show the center, proving that THE STRIATION IS JUST AS STRONG THROUGHOUT (RIGHT TO THE BOTTOM) AS AT THE TOP!

This means that when you install Gold Seal's sensational new Asphalt and Vinylbest Tile, with FEATHERVEINING Thru and Thru, your floor will never develop any areas where the pattern has been worn off—as in traffic lanes and near doors—nor show pattern differences from area to area.

No matter how far you wear down this new Gold Seal tile, the intensity and distribution of the pattern never varies—can't be worn off!

And this is all guaranteed by the famous Gold Seal warranty—"Satisfaction guaranteed or your money back."

There is no extra cost for this new, tremendously better Gold Seal tile.

Write to Architect's Service Bureau, Congoleum-Nairn Inc., Kearny, N. J. for technical data and samples of Gold Seal Asphalt and Vinylbest Tile with FEATHERVEINING.

New products

More 1958 air conditioners for the

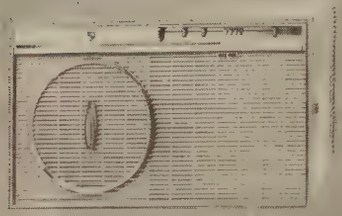


3-ton Westinghouse heat pump delivers heat at 72,000 Btu per hour, cools at 36,000 Btu rate. Split system calls for one coil to be mounted outdoors, with the indoor unit and duct system in basement, attic, utility room, or crawl space. A 112,000-73,000 Btu combination is available for large houses or commercial uses. Units may be either air or water cooled.

Also new, a small 34,000 Btu cooling unit for through-the-wall connection to heating systems of small homes.

Westinghouse, Pittsburgh.

For details, check No. 6 on coupon, p 180



Fedders Four-Season conditioner is a complete heating-cooling system in small space. Reverse-cycle heat pump is supplemented by two resistance heaters, 1,000 w and 1,800 w. It delivers heat up to 14,100 Btu per hr, cooling to 17,400 Btu per hr. Thermostats control all operations, switch from heating to cooling as needed: 1,000-w heater cuts in at 70F room temperature, 1,800-w heater at 15F outside temperature. Unit defrosts automatically, uses melt water to humidify air during heating. Four Seasons models are 1-hp and 1½-hp, operate on 208 v or 230 v.

Fedders-Quigan, Maspeth, NY.

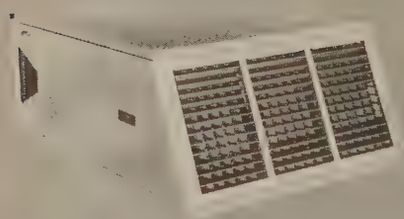
For details, check No. 7 on coupon, p 180



Gaffers & Sattler 4-hp condenser supplies 41,250 to 48,000 Btu per hr when coupled with various G & S evaporators, fills need for air conditioner between usual three to five ton units. Condenser is 48″x42″x30″, aluminum-finned copper coils have a 6 sq ft face area. Motor is ⅓-hp, 230-v, 2.7-amp. 16″ blower delivers 3,000 cfm. Units combine with various G & S warm-air furnaces.

Gaffers & Sattler, Los Angeles.

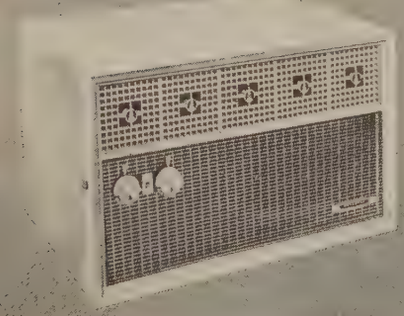
For details, check No. 8 on coupon, p 180



Stewart-Warner horizontab unit is mounted in attic, basement, crawl space; provides ample cooling for large homes. Unit can be used with or without ducts as needed, has twin blowers and adjustable louvres. 7½-hp models are air-cooled, have an 84,000-Btu cooling capacity, require three-phase electrical outlet. Free-standing and remote units are also available.

Stewart-Warner, Chicago.

For details, check No. 9 on coupon, p 180



Mitchell's top-line room units are its Slim'n-Low series available in 1-hp, 7½-amp, 115-v, or 1 and 2-hp, 230-v models. Air distribution is isolated to give quieter cooling and to eliminate condensation. Ventilation or exhaust can be regulated to room needs. Portable and less deluxe models are also available.

Mitchell Mfg Co, Chicago.

For details, check No. 10 on coupon, p 180

Ilg units are self-contained, air-cooled, suitable for home or commercial use. Full line includes two 2-hp, two 3-hp, one 4-hp units with a Btu-per-hr range of 19,700 to 40,000. Metal parts are corrosion resistant baked enamel so conditioners can be installed inside or out without added housing. Compact 4-hp model is 59½″x32″x24″.

Ilg Electric Ventilating Co, Chicago.

For details, check No. 11 on coupon, p 180

A H Witt has added room units to its air conditioning line in eight models of 1½ to 10 ton capacity. These new cabinet or concealed units are designed for use with direct expansion coils, hot and cold water circulation, or a combination of direct expansion and water systems.

A H Witt Co, Los Angeles.

For details, check No. 12 on coupon, p 180

Armstrong cooling units can be combined for installation without duct-work in existing homes or separated for remote installation. Frigipak models 2 and 3 have cooling capacities of 19,800 Btu and 35,100 Btu; model 5 (for remote use only) has a 58,300 Btu capacity. Evaporators are available for separate horizontal or vertical mounting, or for up-flow, down-flow, or horizontal-flow furnaces.

Armstrong Furnace Co, Columbus, Ohio.

For details, check No. 13 on coupon, p 180

Hydrotherm room units for hydronic cooling and heating are made in two sizes —16″and 32″—for recessed, semi-recessed, and free-standing use. Recessed units fit stud spacing. Blower moves air over aluminum-finned copper coils. Fan speed, set by hand or thermostat, controls heating or cooling. Cooling can be added to heating system without further piping.

Hydrotherm, Northvale, NJ.

For details, check No. 14 on coupon, p 180

GE's small Weathertron unit for remote installations is especially designed for lower cost houses. Air circuits have been simplified and special installations eliminated. Indoor unit is 25% smaller than earlier models. Three new models give 28,300, 33,900, and 48,000 Btu.

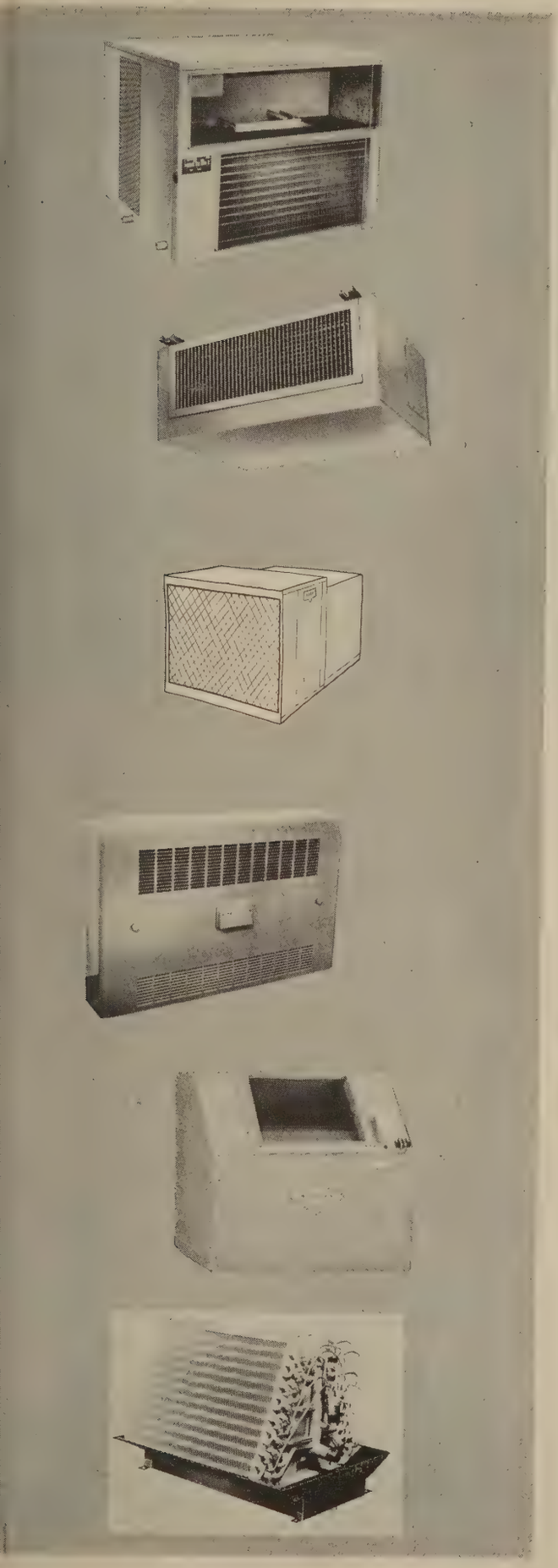
General Electric, Bloomfield, NJ.

For details, check No. 16 on coupon, p 180

Conversion units from Krack are designed to produce 24,000, 36,000, 60,000, 72,000, 90,000 Btu. V-banks of high efficiency coils fit furnace duct systems, are easily mounted. Coils installed in basement mounts also reduce humidity in below-grade areas.

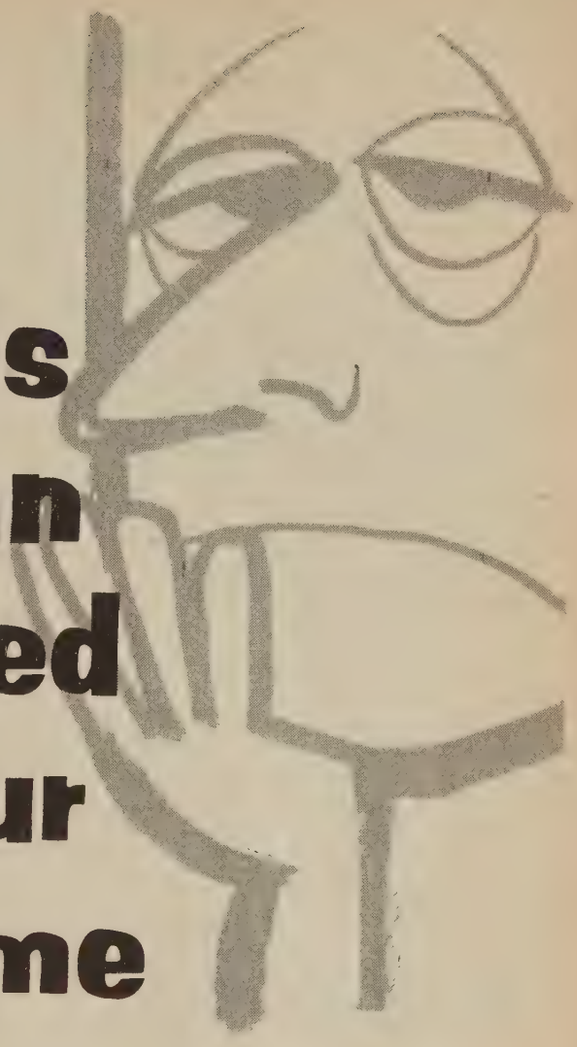
Refrigeration Appliances, Chicago.

For details, check No. 17 on coupon, p 180



continued on p 156

this man liked your home



...when he bought it!

Since then, he's discovered the temperatures in his "dream castle" soar and dip to uncomfortable extremes.

Upset? YOU BET. But not with the heating contractor . . . with you! *You* built the house.

What's to do about it? Controlling temperature is our business. We engineer and manufacture precision controls for heating, air conditioning and refrigeration equipment. Builders tell us we do it very well. White-Rodgers quality controls are widely known for outstanding performance and long life.

Our controls have solid sales appeal. Perhaps not the same sparkling appeal of a built-in kitchen, but they do a remarkable job of closing a sale, keeping it closed, and enhancing your reputation as a builder.

For a lifetime of good building . . .
specify White-Rodgers temperature controls
. . . with a lifetime of solid comfort

WHITE-RODGERS

St. Louis 6, Missouri
Toronto 8, Canada

Makers of FASHION and PUSHBUTTON . . . World's Most Modern Thermostats

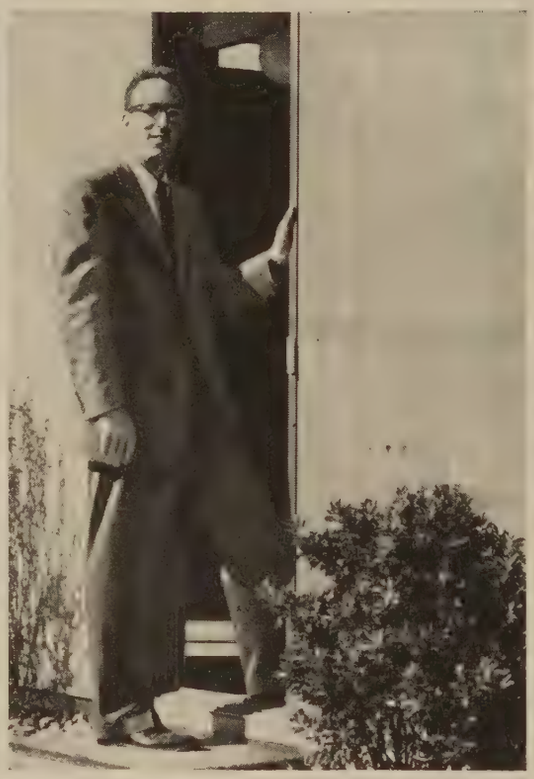


The Comfort-Conditioned Home ALREADY THE BIG SELLING



Mr. Leonard P. Cline *of Boulder, Colorado. President and co-owner of Phillips-Cline Agency, Inc., builders of Highland Park with 512 homes completed, 12 are under construction and 75 more are planned for this year. All 12 houses being built are sold.*

"Our salesmen are very happy with the program. They are glad to have it as a sales point. We are able to show people tangible fuel savings achieved through full insulation. We have found that people do ask more questions after they have seen the promotional material. They ask about insulation and acoustical tile. The 'comfort' theme, in general, we think is a great idea. When you think of a home, you naturally think of comfort."



Mr. Edward P. Eichler *of Palo Alto, California. Vice President in charge of Sales and Advertising for Eichler Homes, Inc., builder of Faircourt where 100 homes have been built and 100 more are under construction. The development opened April 1st and 100 homes have been sold.*

"The three features of the Comfort-Conditioned Home which received the most emphasis and which are most helpful are the full insulation, full housepower and the patio screening. The use of Fiberglas is considered very important. The displays now in preparation will test the effectiveness of the comfort approach and will cover most or all of the brand name products used."



Mr. B. D. Scott *of Salt Lake City, Utah. General Manager of Neilson and Scott Venture, builders of Hillsdale No. 6 in Granger, western suburb of Salt Lake City, with 33 homes under construction on April 25th and 315 more planned this year. Sales were 38 homes in present subdivision.*

"Full insulation in walls is the biggest feature by Fiberglas in selling homes. That's quite a feature in this country. It keeps the house warmer in winter and undoubtedly cooler in summer. The Comfort-Conditioned theme has had more effect on callbacks than on original visits. It's probably increased our sales by 25% and is a big aid in signing. I would say that this Comfort-Conditioning Program will have a lot to do with our sales volume this year."

ADVERTISED IN LIFE

Reaching 31% of U.S. families—
your best prospects—week after week.





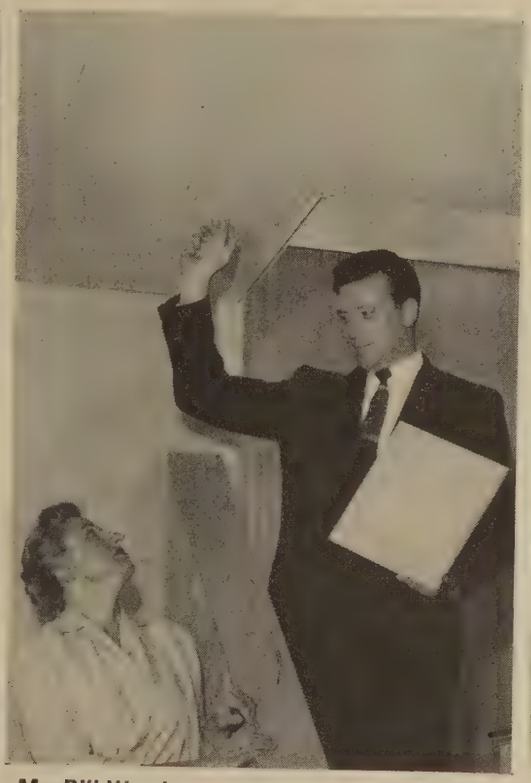
PROVIDING WHAT PEOPLE WANT generates the sales excitement in Comfort-Conditioned Homes. (1) Low cost heating and air conditioning with full Fiberglas* insulation, (2) more appliances and lighting with full "housepower," (3) indoor-outdoor living with screening and reinforced paneling, (4) decorating ideas with curtains, drapes, furniture, lamps, plus many other comfort features that *sell*.

...going up all over America—
SUCCESS OF THE YEAR!



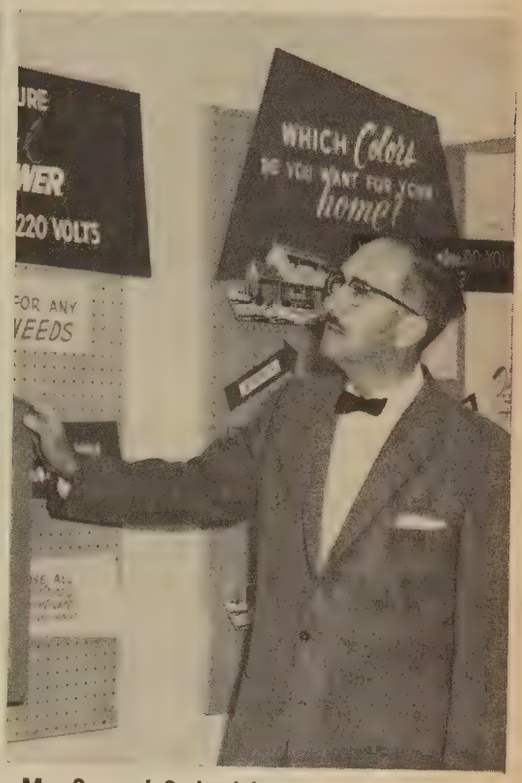
Mrs. Maggie Plumb *of Houston, Texas. President of Golgren Properties, Inc., builder in the Houston Sharpstown subdivision. Two of Mrs. Plumb's Comfort-Conditioned Homes are part of the 1958 "Parade of Homes." Her firm has built more than 100 custom homes in the Houston area.*

"When you put in full insulation you get fewer callbacks on air conditioning and heating installations. Also, owners' bills are lower and performance is better. I have never built a house any other way than with full housepower . . . Why cut corners anywhere, it costs the builder in the end. We were very pleased with the use of Fiberglas screening and paneling on the patio. . . . Visitors exclaim over it and want to know where they can get it for their own house. . . . They do see the ads in LIFE and they comment when they see the items in the house."



Mr. Bill Wood *of Belleville, Illinois. Vice President of Wood Brothers, Custom Builders, who have built and sold about 800 homes. At present about 40 homes are under construction with about 110 planned for the balance of the year.*

"All of the Fiberglas features played a big part. The draperies and acoustical tile were easily seen by the people going through the house and caused a lot of comment. The hidden features—full housepower, full insulation, duct systems, filters—these things were explained by our salesmen, and they tell us a lot of interest was indicated in all of the features. The salesmen are very enthusiastic about the whole thing. They like the program because it gives them more sales points to use in their presentation. The whole program laid a foundation that created a very favorable atmosphere. So far as we are concerned—just keep up the terrific work in 1959."

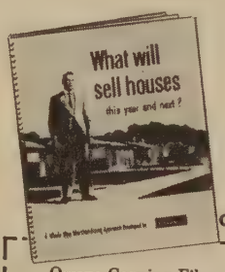


Mr. Samuel Sodowick *of Newark, New Jersey. Partner in Elm Builders and former President of the Home Builders Association of Metropolitan New Jersey. Elm Builders were the first to present a model Comfort-Conditioned Home and sell all their homes built under the Comfort-Conditioned program. They sold 56 Comfort-Conditioned Homes in less than 30 days during the worst winter weather in New Jersey history. Plans are to increase housing starts 50% this year.*

"Today's really successful builder has got to be a merchandiser. He has to merchandise the brand name products with which his homes are built. Using the Comfort-Conditioned Home program makes merchandising easy and effective. With results like we had in Elmwood Village, you can be sure we will expand our merchandising activities."

ead the reactions—read the results!
nd out why over 500 builders are
ilding Comfort-Conditioned Homes in
he best selling promotion we've ever
en!"

press time 573 builders built, were building or nned to build 42,000 Comfort-Conditioned Homes nd more builders sign up, more homes go up ry week! It's the greatest builder-aid promotion he building industry today. Still time for *you* to ld and profit from the Comfort-Conditioned Home. d the coupon, see the presentation *now.*



*T. M. (Reg. U. S. Pat. Off.) O-C. F. Corp.

OWENS-CORNING
FIBERGLAS
T.M. REG. U.S. PAT. OFF.

GOING UP ALL OVER AMERICA—THE COMFORT-CONDITIONED HOME

Owens-Corning Fiberglas Corporation, Dept. 67-G, Toledo 1, Ohio

Gentlemen: I'm interested in hearing your presentation on the Comfort-Conditioned Home Program.

Name_____

Address_____

City_____ Zone____ State_____

Call your Fiberglas representative. You can locate him in the yellow pages of your phone book.



This Curtis Dutch door and Curtis Silentite casements are typical Curtis Woodwork products featured in Curtis advertising appearing in Better Homes and Gardens, American Home, House & Garden and House Beautiful. Consistent advertising like this helps to pre-sell the Curtis-equipped house.

CURTIS

WOODWORK *heart of the home*

1866 CURTIS WOODWORK

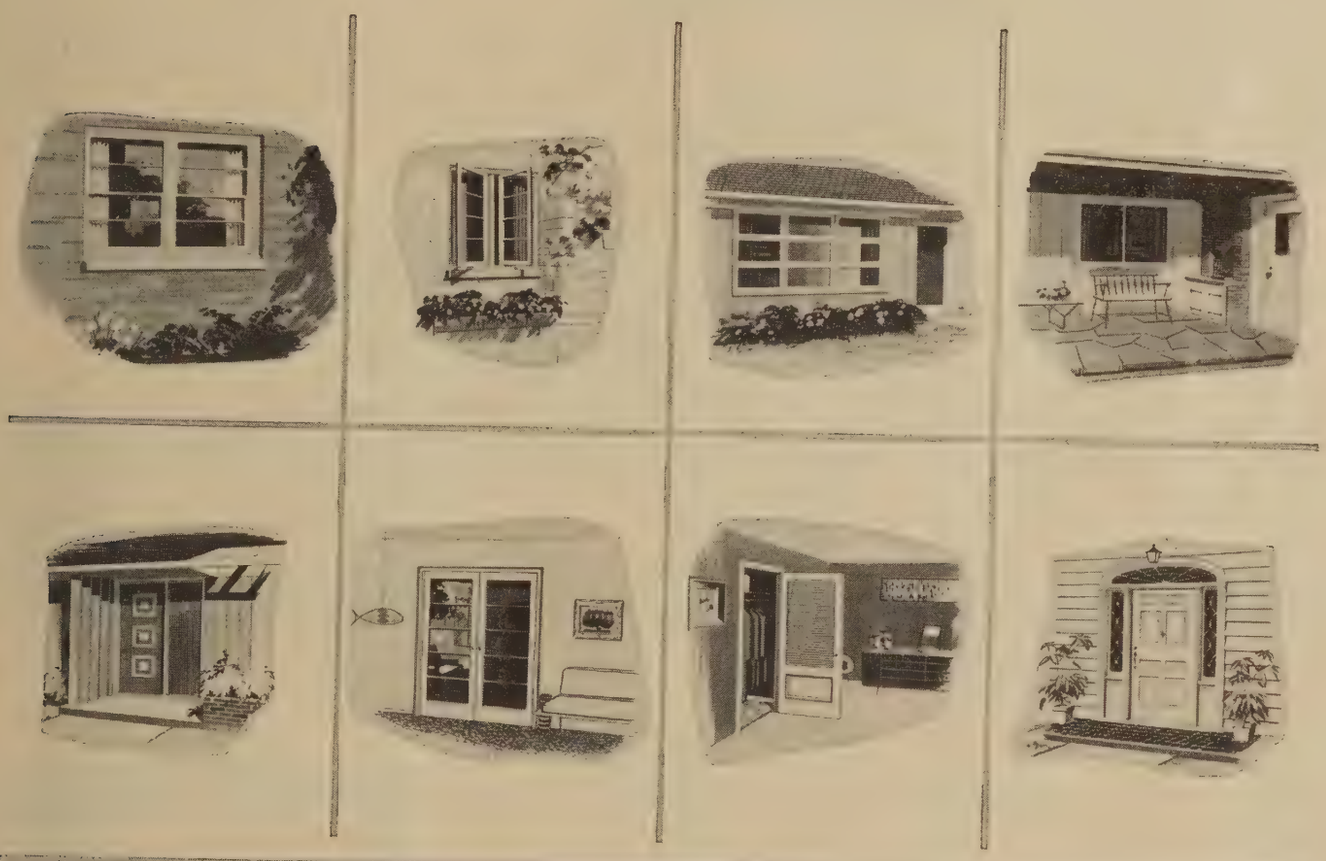
185 ways to add sales appeal to the houses you plan and build

If you're looking for features that will capture a home buyer's interest, convince him of quality, consider the broad Curtis line of wood windows and doors. This line comprises 97 different window styles, types and combinations... 88 different door styles—a total of 185 ways to achieve pleasing variety!

Behind each of these products is a tradition of craftsmanship that has made Curtis a famous name in woodwork for 92 years. Curtis wood window units—prefitted and ready to install—range all the way from double-hung and casement types to awning, sliding, picture windows and basement units.

Curtis New Londoner flush doors and Curtis panel doors fit every contemporary or traditional house plan. Louvre doors, French doors, folding doors and many others round out the Curtis line. To make selection easy, your Curtis building material or lumber dealer provides selector charts illustrating the Curtis line. He will furnish a Curtis catalog and architect's details, too. See him soon—or write us!

Some of the many window and door styles in the Curtis line



CURTIS

WOODWORK *heart of the home*

Curtis Companies Service Bureau HH-7-58
200 Curtis Building
Clinton, Iowa

Please send literature on Curtis windows, doors and other Curtis Woodwork.

Name.....

Address.....

City.....*State*.....

The NEW McQuay
STAINLESS STEEL FLUE
PACKAGE CHIMNEY



Designed and engineered by McQuay, and suitable for all fuels, (Type A) this new package chimney has a 7″ stainless steel flue with aluminized steel interliner and outer casing. The interliner is supported by the exclusive McQuay stainless steel tension spring spacers for strength, rigidity and durability.

This McQuay thermo siphon design permits quick drafts and even temperatures from top to bottom for peak efficiency. There is nothing to deteriorate, nothing to collect soot. Roof housing is large, measuring 16″ x 20″ with a 20″ x 24″ cap.



McQuay stainless steel tension springs separate and firmly position stainless steel flue.

For the best results, and for greatest economy, recommend and use this McQuay package chimney on every job. Territories are now being assigned. Write McQuay, Inc., 1608 Broadway Street N.E., Minneapolis, Minnesota.

Meets the Original and More Severe Underwriters' Laboratories Standards 103, March, 1956

McQuay Means Quality

ECONOMY—Costs from one-third to one-half as much as brick installed. All pre-assembly has been done to eliminate costly on-the-job time and labor.

SAFETY—Listed under the re-examination service of Underwriters' Laboratories, Inc., and on the approved list of F.H.A. and V.A.

QUICK AND EASY INSTALLATION—Average installation time is less than one hour after openings are prepared.

LONGEST SERVICE LIFE—Flue is of stainless steel to permanently withstand effects of combustion gases. Starter box and starter sections are in one unit. Standard 24″, 18″ and 12″ sections give any desired length.

LIGHT WEIGHT—Load on support joists is only 9 pounds per foot of chimney length.

SHIPPED COMPLETE—with easy-to-follow instructions for installing. Units are individually packaged.

McQuay INC. MAKE THE SEASONS COME TO YOU
AIR CONDITIONING
HEATING
REFRIGERATION



DELUXE OVEN UNIT has rotisserie with meat thermometer spit. Oven and broiler are lined with gray enamel.

For details, check No. 18 on coupon, p 180

New gas appliances from Roper

Geo D Roper Corp has added four new oven-broiler units, eight burner top units and two automatic dryers to its line.

All oven-broiler units are the same size (38½″ x 23″ x 24″ overall), vary mainly in how much automatic control they offer. All have 17″ ovens, 14″ broilers, stainless steel and chrome fronts (with options of bronze, pink, turqoise, or yellow color panels). Burner tops include two to five burners for automatic or manual heat control. Finishes match oven units.

Dryers include a five-heat and single-heat model. Both are 18,000 Btu units, 41″ high, occupy 31¼″ x 26¾″ floor space.

Geo D Roper Corp, Kankakee, Ill.



FIVE-BURNER GAS UNIT fits flush in standard work surface. Central burner is thermostat controlled, converts to griddle.

For details, check No. 19 on coupon, p 180



DELUXE GAS DRYER works at five heats to handle all fabrics or "no heat" for fluffing. Door trips safety shut off.

For details, check No. 20 on coupon, p 180

continued on p 161

Homes With a Better Sales View Have

Ponderosa Pine WINDOWS

BEST BUILDER'S GUIDE TO WINDOW QUALITY

QUALITY FABRICATOR APPROVED NO. 000 American WOOD WINDOW Institute CONFORMS - UNITED STATES COML STND. 190-53

This American Wood Institute Seal on windows you install is your customer's assurance that they conform to the U. S. Department of Commerce Commercial Standards and are:

- Correct in design
- Properly constructed
- Made from carefully selected kiln dried lumber
- Preservative Treated
- Properly balanced
- Efficiently weatherstripped

Your homes will have real sales appeal with Ponderosa Pine windows. Smart buyers are being told in the pages of Life, Better Homes & Gardens, The Saturday Evening Post, and other leading publications that modern Ponderosa Pine Window Units are easy to install with a weather-tightness that resists moisture, cold, heat, and dust. Preservative treated for long life, these units may be painted, waxed, stained, or varnished to match any decor. These are all good reasons why wood is preferred 2 to 1 over any other window material for American homes. Write for your Free sample kit of Builder-designed Merchandising Aids—today!



Because Wood is *so* good to live with

Ponderosa Pine WOODWORK

An Association of Western Pine Producers and Woodwork Manufacturers

39 South La Salle Street
Chicago 3, Illinois

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KEYWALL

GALVANIZED MASONRY JOINT REINFORCEMENT



The Chicago Sun-Times Building contains newspaper offices, printing facilities and rented office space. Architects: Naess and Murphy. General Contractor: George A. Fuller Company.

Masons like to use Keywall. It easily unrolls in place on the wall. It's easy to lap at corners without adding thickness to the joint. Mortar flows readily in, under and around Keywall to give full embedment and a complete bond. Masons find Keywall easy to handle on the scaffold.

Keywall is made for the following wall thicknesses: 4″, 6″, 8″, 10″ and 12″.

the reinforcement that does what masonry joint reinforcement is supposed to do..fights cracks!

Resistance to stresses that cause cracking is a basic purpose of masonry joint reinforcement. While it does increase the ultimate lateral strength of masonry walls, architects and builders depend on masonry joint reinforcement mainly to eliminate damaging and unsightly cracks caused by shrinkage during curing and aging.

The basic multi-directional design of Keywall assures superior resistance to cracks. This has been demonstrated repeatedly on jobs from coast to coast. The new Chicago Sun-Times building is just one example.

Keywall-reinforced walls in the new Sun-Times building show far greater resistance to cracks than comparable walls with other masonry reinforcements, extensive studies reveal. Keywall was used to reinforce exterior masonry backup walls and interior partition walls of the Sun-Times building.

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

Keycorner • Keybead • Keywall • Keymesh • Welded Wire Fabric



Department HH-78
Keystone Steel & Wire Company
Peoria 7, Illinois

Please send me complete information on Keywall.

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Counter Tops that Really SELL Homes!



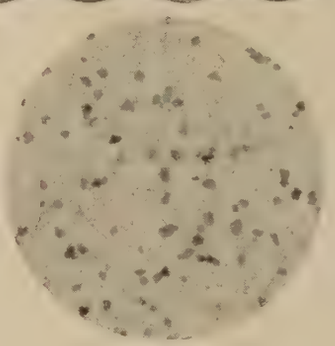


FARLITE

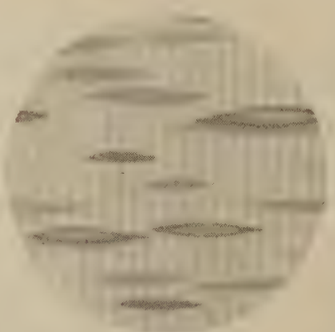
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There's no doubt about it . . . these gay, modern Farlite patterns will add the zest you need to perk up home sales. With over 100 patterns and colors to choose from, the lady can have any decorating theme she desires. Smooth, ripple-free Farlite resists scratches, heat, fruit stains . . . cleans with a swish of a damp cloth. Available in 1/16" sheets and a wide variety of core types . . . including new 5/32" Farlbord.



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Pocket the cost of concrete encasement!

Strong, corrosion-resistant Transite® offers many ways to save when you install modern slab-in-grade perimeter heating and air-conditioning systems. Costly concrete encasement is unnecessary. Time and concrete are saved as your men position Transite Air Duct directly on the prepared bottom. No need for special supports—and because Transite won't float—no need for anchoring. All your men do is position duct and pour concrete.



Transite installs still faster because fittings can be made quickly, easily, right on the job—or ordered factory-made to your requirements. Made of asbestos-cement, Transite won't flake or flap down to impede air flow . . . will never rot or give off odor.

Let us send you a free copy of Transite Air Duct booklet, TR-144A. Address Johns-Manville, Box 14, New York 16, N. Y. In Canada, 565 Lakeshore Road East, Port Credit, Ont.

JOHNS-MANVILLE JM PRODUCTS

Johns-Manville TRANSITE AIR DUCT



IMPERIAL 36″ GAS RANGE has two ovens, one with rotisserie. Timer controls oven and appliance outlet. Price: $379.95.

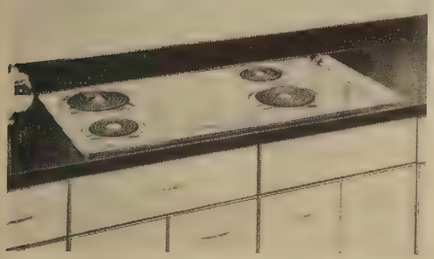
For details, check No. 21 on coupon, p 180

RCA-Whirlpool widens its line

Sixteen new gas ranges make Whirlpool Corp a new major gas appliance source. The new models include five 36″, four 40″, and seven 30″ ranges. Top models have timed ovens and appliance outlets, automatic surface units, optional rotisseries and basters. Burners have individual pilots. Gas or electric cooking is also available in separate 24″ ovens and two or four-burner surface units (below). Brushed chrome, white or colored enamel.

Matched laundry units (bottom) at medium and low prices include new 24″ and 29″ washers and 29″ gas or electric dryers. Medium priced units have two washing and drying cycles.

Whirlpool Corp, St Joseph, Mich.



BIG ELECTRIC BURNER TOP is 45″ wide, has one high-speed, one thermostat controlled, and two hand-set burners, center griddle.

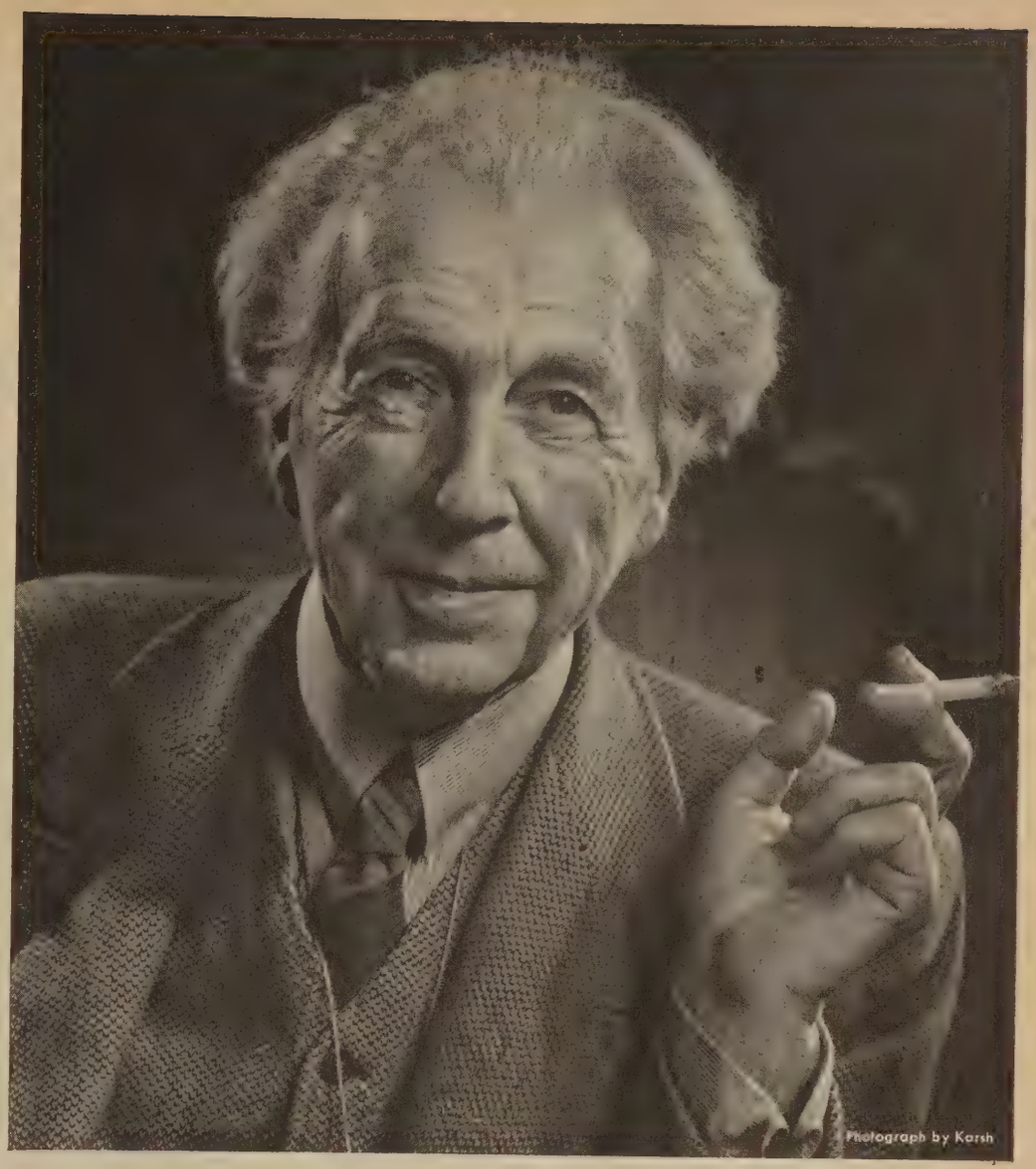
For details, check No. 22 on coupon, p 180



PAIRED LAUNDRY UNITS match styling of other Whirlpool appliances. Medium price models can handle new wash-and-wear fabrics.

For details, check No. 23 on coupon, p 180

continued on p 164



"I think the only effective photograph that can be made of architecture is three dimensional"

"In the kind of architecture I represent, it's the third dimension—depth—that gives it quality and effect. And stereo photography is the *only* way you can get that third dimension," says world-famous architect Frank Lloyd Wright.

"Now it is possible to get a photograph of a building that gives you a feeling of being *in* that building."

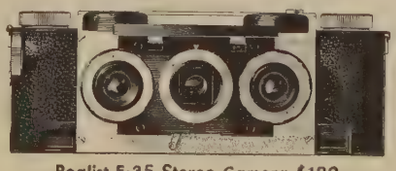
Realism of Realist stereo—a strong sales aid. Regardless of what phase of construction you are in, Realist stereo can be a valuable sales tool.

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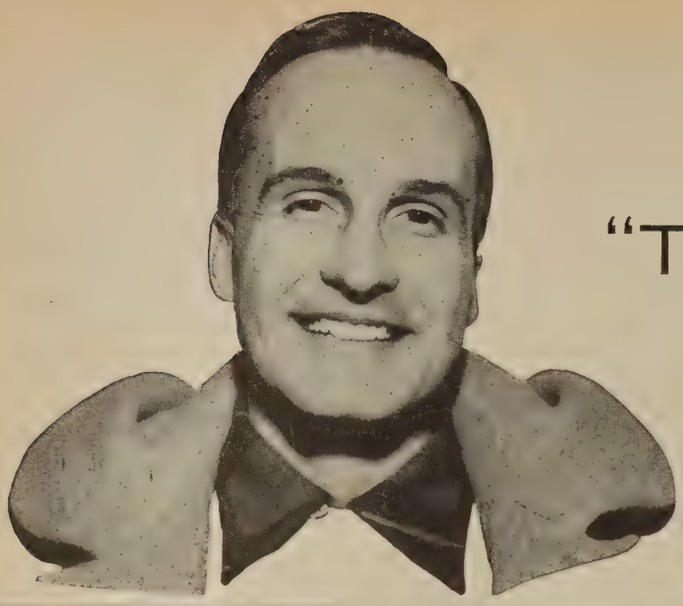
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"TWINDOW Insulating in homes for the

says RICHARD D. BROOKS, Builder
Grand Rapids, Michigan



Architect: George B. Savage,
Grand Rapids, Michigan



Glass is absolutely essential

greatest year-round comfort,"

ONE OF THE LARGEST BUILDERS of better type homes in Grand Rapids, Michigan, Mr. Brooks knows from long, practical experience the value and exceptional advantages of *Pittsburgh's* TWINDOW. What's more, it's his opinion that: "The day is not too far distant when TWINDOW insulating glass will be used as generally in homes as window glass is used today."

Builders all over the country have proved to their profit that TWINDOW increases the "buy-appeal" of any home immeasurably, regardless of its price class. And through *Pittsburgh's* extensive and consistent advertising over the years, buyers know that TWINDOW keeps rooms cooler in summer, warmer in winter. They know it reduces cold air downdrafts, increases the room's usable space, cuts down window fogging and icing, muffles outside noises. And TWINDOW completely eliminates storm windows, because it is "storm sash" in *permanent* form. It actually helps to lower heating and cooling costs.

Just as other builders have discovered, Mr. Brooks further states: "I have found that the cost of TWINDOW is just about the same as for single pane windows plus storm sash. In addition, TWINDOW units are easily, safely and quickly installed."

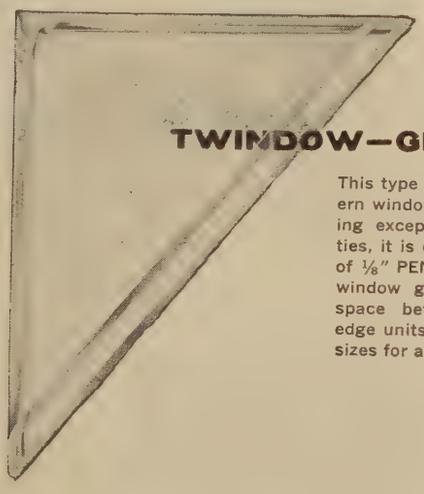
Why not do yourself a real service and send for our information-packed booklet on TWINDOW insulating glass? Write today to Pittsburgh Plate Glass Company, Room 8251, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.

TWO TYPES OF TWINDOW



TWINDOW—METAL EDGE

This type is ideal for large windows and where maximum insulation is needed. It's made up of two panes of ¼" clear-vision Plate Glass, with a ½" sealed air space between. Its stainless steel frame, a TWINDOW feature, eliminates bare edges . . . makes handling safe, quick and easy.



TWINDOW—GLASS EDGE

This type is just the thing for modern window wall construction. Having exceptional insulating properties, it is constructed of two panes of ⅛" PENNVERNON®—the quality window glass — with a 3/16" air space between. TWINDOW—glass edge units are available in popular sizes for a variety of window styles.



TWINDOW®

. . . the windowpane with insulation built in

75th ANNIVERSARY 1883—1958 PPG

SYMBOL OF SERVICE FOR SEVENTY-FIVE YEARS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



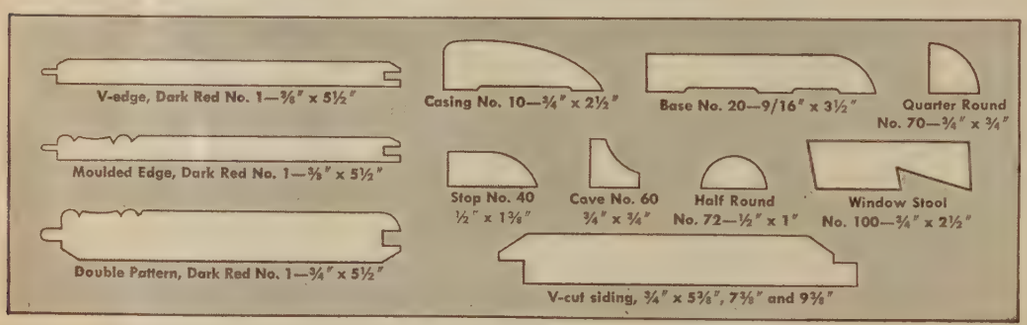
2 good reasons for insisting on

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PHILIPPINE MAHOGANY

1. Ilco Philippine Mahogany is graded after drying to assure full count and finest quality. And since the drying process is scientifically conducted in the company's own kilns, Ilco lumber has increased fiber strength and substantially improved hardness, as well as bending and compressive strengths. Ilco Philippine Mahogany is known throughout the world for its superior workability and uniformity of texture and color.

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Please send me the name of my nearest Ilco Philippine Mahogany distributor, together with the following free booklets:

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Now, a no-frost freezer is being shown by Frigidaire in this new deluxe 14.2 cu ft refrigerator-freezer. Air is cooled and dried by separate coils, moisture is removed by sublimation. There is no melt water to drip into food compartment or freeze on compartment walls.

Frigidaire, Dayton.

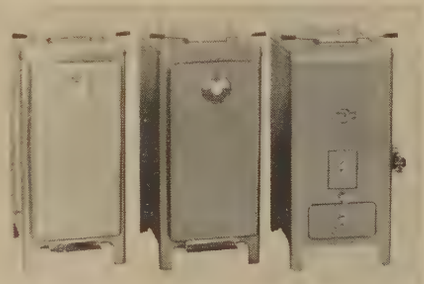
For details, check No. 24 on coupon, p 180



Lower priced laundry from Maytag has many top-line features: three-heat pushbutton control, water-level control, optional suds saver. Dryer has regular, wash-and-wear, and air-fluff cycles, optional sprinkler. Dryer operates on natural, mixed, or lp gas; 110 or 220-v electricity.

Maytag Co, Newton, Iowa.

For details, check No. 25 on coupon, p 180



Waste King incinerators include new smokeless-odorless, deluxe, and custom models (1 to r). All handle 1½ bushels of waste per load in a timed drying and burning cycle. Small particles and exhaust gases are burned in after burner of smokeless model. (See H&H, Mar). Prices: $119.95 to $179.95.

Waste King Corp, Los Angeles.

For details, check No. 26 on coupon, p 180

continued on p 168

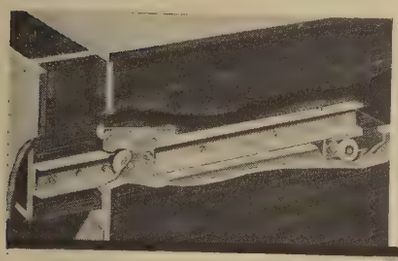
The finishing touches that make sales!



KV
Now in Our 60th Year

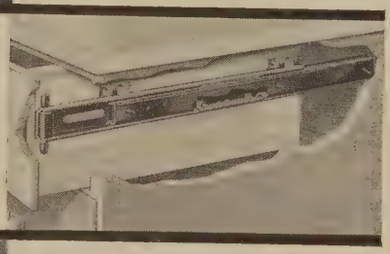
DRAWER SLIDES

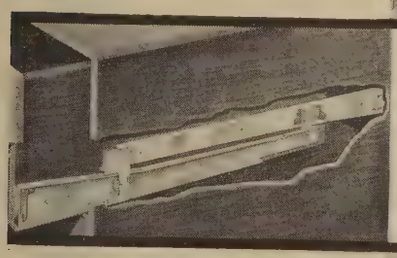
Top quality K-V drawer slides are your answer to home building and remodeling profits. They're well designed, sturdily constructed and guaranteed to keep drawers from sagging or sticking. Each K-V drawer slide is backed up by Knape & Vogt's 60-year reputation for highest quality. Ask your K-V sales representative to tell you the K-V story.



K-V No. 1300 Lightweight Extension Drawer Slide This lightweight ball bearing drawer slide has nylon rollers for noiseless, smooth and effortless operation. It is economical and will carry loads up to 50 lbs. Easy to install; comes complete with do-it-yourself instructions fully illustrated and explained.

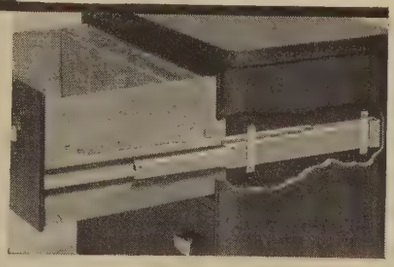
K-V No. 1400 Ball Bearing Extension Drawer Slide Provides floating extension for heavy drawers. Positively eliminates sticking, jamming, sag or breakdown even when drawers are heavily loaded and fully extended. Has self-lubricating, frictionless bearings. Sizes: 12" to 38".





K-V No. 1600 Self Closing Extension Drawer Slide Closes automatically when the drawer is within six inches of closing. Glides shut easily, noiselessly and smoothly on ball bearing nylon rollers. Drawer easily removed at full extension without removing mounting screws. Complete instructions enclosed with each unit.

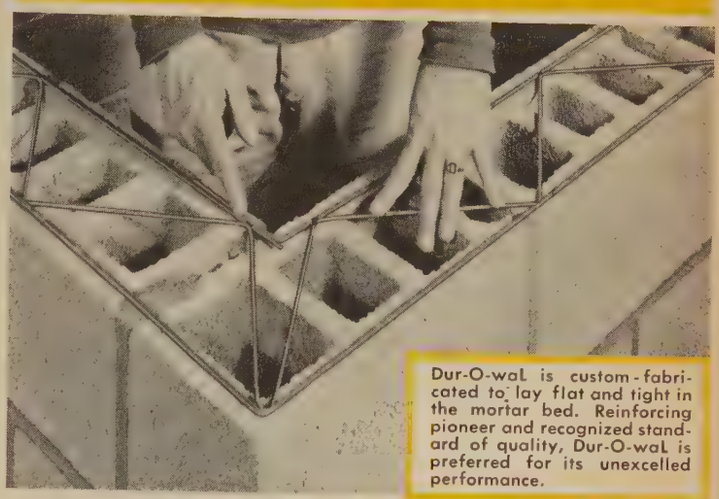
K-V No. 1700 Extra Heavy Duty Extension Drawer Slide Glides out to full extension, even under loads of more than 100 lbs. Allows full use of all drawer space. Recommended for heavy-duty drawers, all file cabinets and drawers holding precision electronic equipment such as high fidelity tuners. Frictionless, noiseless, easily installed.



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KV FIXTURES

KNAPE & VOGT MFG. CO.
Grand Rapids, Michigan

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- 33% more lbs. of steel*
- Increases wall strength 85%**
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*Truss type Standard Dur-O-wal has 33% more weight of high tensile steel per lineal foot.
**Standard Dur-O-wal, Class A Mortar every other course. 16"oc.
†Mortar Lock tests from independent research studies.
††Bond tests from independent research studies.
***Reduces shipping costs.





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Rigid Backbone of Steel For Every Masonry Wall

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LIVE BETTER ELECTRICALLY
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Whirlpool—Fisher, Gobel, and Como shows and "Matinee Theater"—NBC Network.

NATIONAL HOME WEEK
SEPTEMBER 6-14, 1958



YOU GET WONDERFUL FEATURES



ELECTRIC APPLIANCES. Mrs. Stanley Johnson, Arlington Heights, Ill.: "I just love our Medallion home – especially the kitchen. All these electric appliances that came with it – like this wall oven – sure make my job much easier. And my husband says they're easier to buy this way, because we pay for them on the mortgage."



LIGHT FOR LIVING. Mr. and Mrs. Charles R. McCarty, Greensboro, N. C.: "We never knew you could do so many beautiful things with lighting until we bought a Medallion home. Valance lighting, for example, makes our furniture and drapes look wonderful – and at the same time gives our son a well-lighted place to practice the piano."

Live Better Electrically MEDALLION

This new Medallion assures you a home has been inspected by the local electric utility... meets modern standards for wiring, appliances and lighting. Look for the Medallion. It means a wonderful new way of life for you and your family!

What Sterling is to silver that's what this Medallion is to a new house! It's the new national symbol of the finest in electrical living. Let these three top TV stars, speaking here for the electrical industry, tell how you save trouble, time, and money by choosing a home that wears the Live Better Electrically Medallion.

BETTY: In a Medallion home, you start right off with a modern electric range plus at least 3 additional major appliances, maybe more. They're installed, ready to go to work the day you move in! Appliances are easier to pay for this way.

RONNIE: The lighting in every Medallion home is specially planned, too. It provides better light for better sight, plus new beauty for your home. You also get full Housepower. This means enough power, wiring, circuits, switches, and outlets to handle all the appliances you want to use.

FRAN: You'll be glad all your life you bought a Medallion home. Read below what a few of the thousands of new Medallion home owners think of them. Then go see the Medallion homes in your neighborhood. Your electric utility will tell you where they are.

New Ideas for Better Living

The new Medallion is backed up by home builders, electric utilities, and electrical manufacturers (Frigidaire, General Electric, Hotpoint, Kelvinator, Thermador, Westinghouse, Whirlpool, and others). This year, utilities will award Medallions to 100,000 new homes — in every style and price range across the country. You'll see lots of new ideas in the Medallion homes on display now!



LIKE THESE IN M



FULL HOUSEPOWER. Mrs. Nick Piscopiello, Meriden, Conn.: "One of the things I like most in my Medallion home is all the handy outlets. I can plug in my portable cooking appliances wherever I want and use them — even with the washer going — without ever blowing a fuse. And I can cook a meal anywhere in the house — and outdoors, too."

To the Builder...

Your prospects will see *this* ad in The Saturday Evening Post and Better Homes and Gardens . . . plus powerful news announcements on 3 leading network TV shows during National Home Week!

More than 100,000 Medallion Home starts are scheduled this year by builders who recognize the tremendous merchandising opportunities of this program.

The homes you build — even those now under way — can qualify for the Medallion without expensive changes. Find out how — see your local electric utility, today.

ELECTRIC HEATING. Many Medallion homes feature electric heating, too. These are awarded a special Gold Medallion. The all-electric heat pump, shown here in the home of Mr. and Mrs. William Isaac of Beverly Hills, California, provides year-round comfort from a single unit which automatically heats or cools as the weather requires.

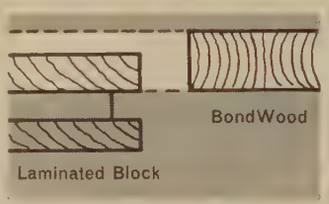
REVOLUTIONARY NEW HARDWOOD PARQUET



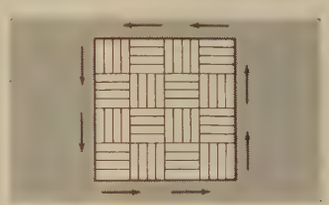
FOR INSTALLATION OVER CONCRETE OR WOOD

Square Joints — no beveled edges. **Different Pattern** — grain direction changes every 4¾". **Easily Repaired** — individually replaceable slats. **Tighter Fit** — unique construction makes for less contraction and expansion.

No other parquet offers so many exclusive sales features to add to the sales atmosphere of your homes. HARRIS BondWood is revolutionary in concept — you can find these exclusive sales-provoking features only in BondWood. It's no wonder that leading builders are using HARRIS BondWood in installations across America. Write for free color brochure today. See our catalog in Sweets'.



81.8% Thicker—Refinish More Times
Can be refinished countless times. A full 5/16" of wearing surface — 81.8% thicker than ½" laminated block, because BondWood has no tongue or groove.



Exclusive Adhesive—More Stable
Exclusive adhesive and unique construction — grain direction changes every 4¾" — makes this the most stable parquet any prospect ever stepped on!

HARRIS
Quality Flooring since 1898

BondWood



Harris Manufacturing Co., Dept. HH-78, Johnson City, Tennessee
Please send us your free color brochure and actual photograph of Harris BondWood.

Firm Name_____

Address_____

City_____ Zone____ State_____ By_____

Swiss in origin. Exclusively manufactured in U. S. by Harris Manufacturing Company, Johnson City, Tennessee

New products



This oven is 18" wide inside, will fit a 24" cabinet. Total space needed for Suburban's new gas models: 22¾" x 45½" x 24". Available in fully automatic deluxe, semi-deluxe, or standard models. Matching deluxe cook top, for 21⅛" x 39⅛" opening, has four burners and griddle; without griddle takes 21⅛" x 26⅝" opening. Small lift-out model takes opening 20" x 18⅛". Finishes available: stainless steel or porcelain enamel. Ovens: $196 to $306.80; tops, $76 to $214.70.

Samuel Stamping & Enameling Co, Chattanooga.

For details, check No. 27 on coupon, p 180



Foldaway gas cooking tops have two burners, fold into slim counterback cabinets when not in use. Units have thermostat-controlled burner, automatic gas shutoff when folded, electric convenience outlet, and other features. Manufacturer suggests units can be used in flexible arrangements in kitchen or recreation space. Top is 21½" x 15 3/16"; closed, base is 5 13/16" from wall, open, 18¼".

Dixie Products, Cleveland, Tenn.

For details, check No. 28 on coupon, p 180



Compact washer-dryer introduced by Easy is only 27" wide, normal 34½" countertop height, 25" deep. Combomatic unit mounts on rails, slides in and out for easy installation and servicing. Front panels are also removable for easy access. Washer-dryer requires only wiring and plumbing; no vent is needed. Finish of cabinet is baked white enamel, top is porcelain enamel.

Easy Laundry Appliances, Chicago.

For details, check No. 29 on coupon, p 180

continued on p 172

Plumbing and Heating Notes



Sanitary drainage system cost cut 20% with Copper Tube

Using lightweight, easy-to-handle copper tube, a plumbing contractor can install the typical sanitary drainage system shown below for approximately $50 less than if he used cast-iron and steel piping.

Most of the saving is possible because, according to many plumbing contractors, copper tube can be installed so much faster. Note also that the cost of material is less in copper.

This particular job—which calls for two bathrooms back-to-back, a kitchen and a laundry—was figured in January, 1958, by a New England plumbing contractor as follows:



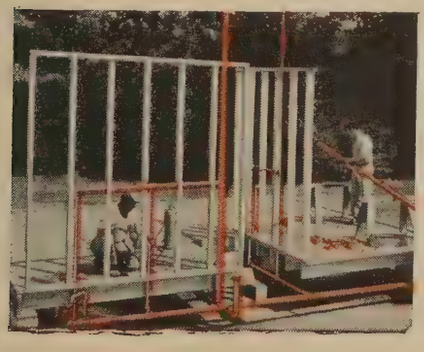
USING COPPER

Copper Drainage Tube Type DWV, 1¼"–3"	$80.84
Cast Brass Fittings	58.36
Solder & Flux	1.10
Total material cost	$140.30
Add 12 Hours Labor	46.50
Installed cost	$186.80

USING FERROUS PIPE AND FITTINGS

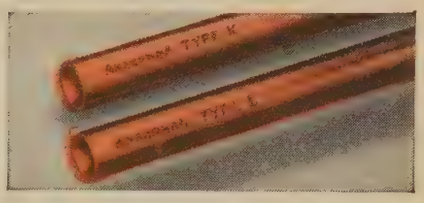
Cast-Iron, Steel and Lead Pipe 1½" – 4"	$71.03
Wiping Solder, Caulking Lead, Oakum	26.38
Fittings	53.33
Total material cost	$150.74
Add 22 Hours Labor	85.25
Installed cost	$235.99

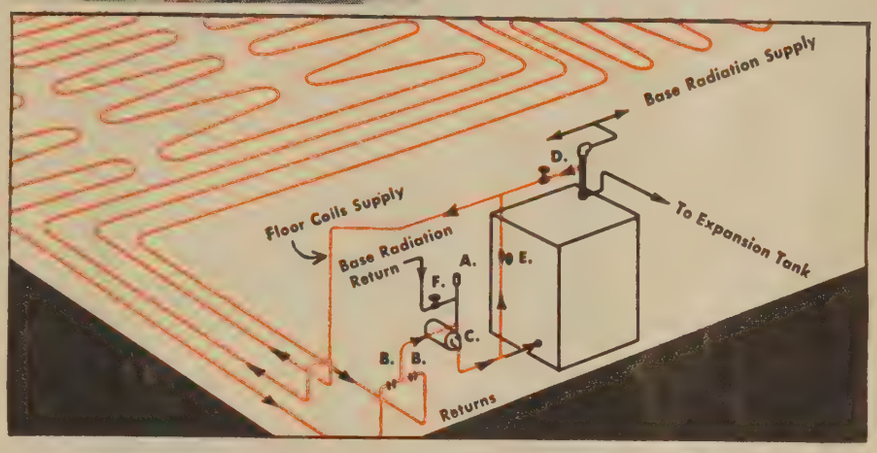
Comparable savings are possible using copper tube and solder-joint fittings whether the system is smaller or larger than the one illustrated. **A detailed cost comparison of this typical layout is available on request. Ask for Publication C-33.**



New codes require Copper Tube to be die-marked

Recent revisions in some plumbing codes require that copper tube used on a job be permanently die-marked to show manufacturer's name or brand as well as the type of tube. Such markings are additional to the removable color coding used to identify the type and size of tube. Anaconda Copper Tubes, straight lengths, are also marked "Made in U.S.A."





New Heating System prevents cold floors in below-grade rooms

The problem of heating below-grade rooms in split-level houses has been solved by Builder Joseph J. Fleming of Wilmington, Delaware. He uses radiant panels in the basement slab, baseboard radiation in the upper floors.

Mr. Fleming designed the dual system to be operated by one circulator. He used Anaconda's preformed Panel Grids for the floor coils. The result was a substantial saving in installation costs.

But even more important, after two years of occupancy, the home buyers report complete satisfaction with the system. The downstairs rooms are just as warm and comfortable as the others. "That means a lot to me and my reputation," Mr. Fleming says.

The diagram shows how the system is laid out. "A" is the automatic air valve. "B," balancing cocks. "C," circulator. "D," proportioning valve. "E," bypass valve. "F," base radiation control valve. The water temperature and flow in the floor coils are regulated by adjusting valves D, E and F.

Anaconda Panel Grids—PG's®—reduce costs in many ways. They're machine-formed radiant-heating coils that come all ready to install (see photo above). No on-the-job bending is necessary. All the plumbing contractor has to do is open them out to the proper spacing to meet design requirements. Each coil contains 50 linear feet of Type L copper tube—⅜" nominal size for ceilings, ½" for floors.

For more information on Anaconda Panel Grids, write for Publication C-6, **The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ontario.**

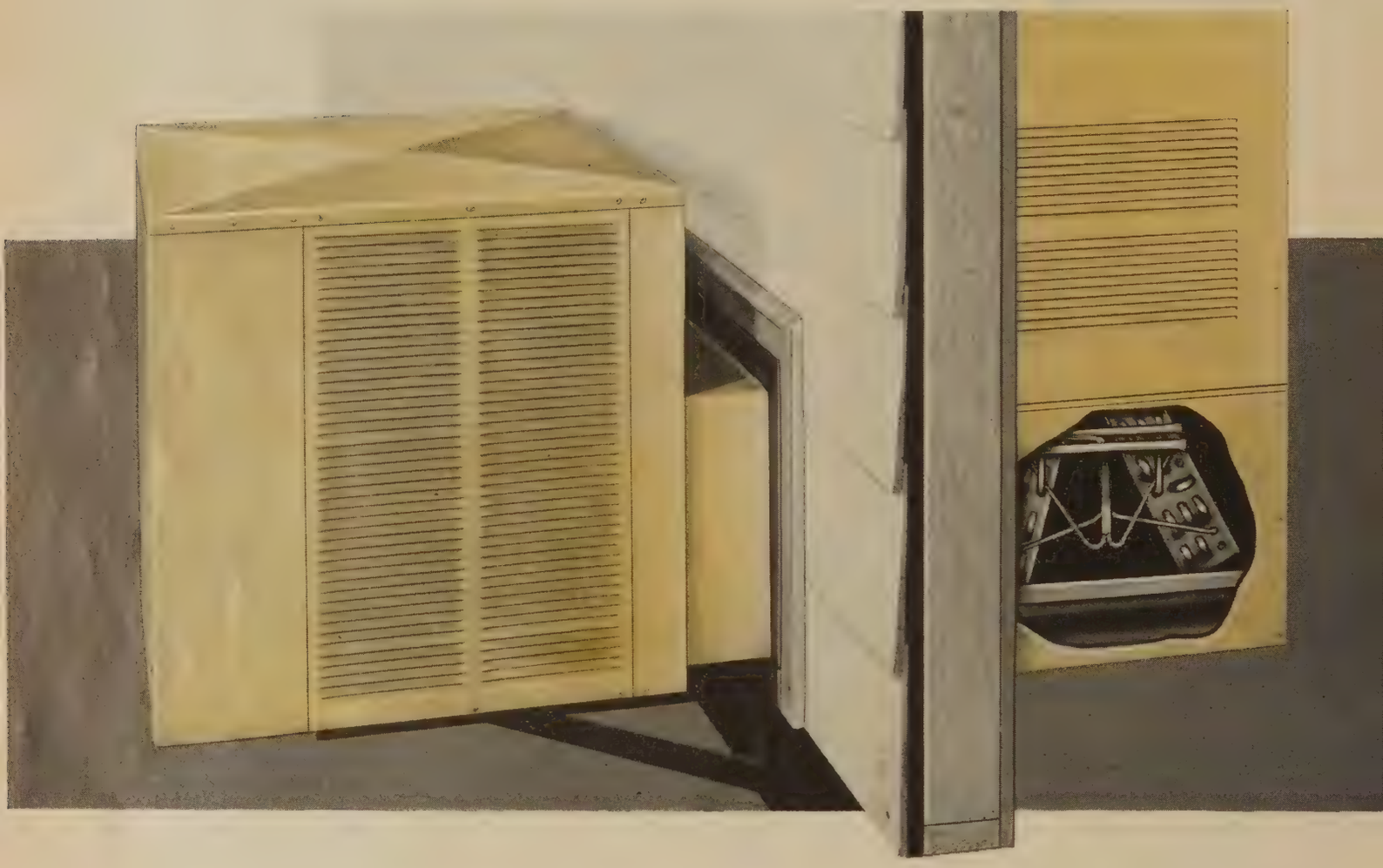
5803

ANACONDA®
COPPER TUBE AND FITTINGS
products of
THE AMERICAN BRASS COMPANY

NOW IT CAN BE SOLD...TO MAKE EVERY HOME

new Frigidaire Trans-Wall

SLIDES IN LIKE A DRAWER!



ANOTHER FRIGIDAIRE FIRST! Installed For a Year at NAHB Research House!

Here's a completely new concept in full-home air conditioning — the Frigidaire Trans-Wall System! New "slide-in, seal-in" Trans-Wall Units are now in production after being installed for a full year in an actual home—the NAHB Research House, Kensington, Maryland. With these new flexible Units — and the recent FHA ruling including air conditioning in new home valuations — you're all set for sales!

At the 1958 NAHB Convention, the Frigidaire Trans-Wall System was cheered as the simplest, most compact year-round comfort maker ever devised. Here's why! The complete all-in-one Trans-Wall Unit consists of an enclosed air-cooled condensing unit with twin Super Meter-Miser Compressors (only one operates during mild weather), plus a "wall-sleeve" that slides through wall to furnace, and a high-efficiency "inverted V" cooling coil that fits into a plenum attached to a Frigidaire Upflow, Downflow, Lowboy or Horizontal furnace. Cooling Coil Housing may be installed with furnace to give every prospect a choice of having air conditioning whenever he wants it.

Ready to Install—FAST!

All pre-wiring is done, refrigerant lines connected, system sealed and checked by the factory. No dampers or extra ductwork required for most homes. Trans-Wall utilizes the furnace blower. All you do is slide Trans-Wall in place, seal the opening and wire in. Electrical control box supplied with each unit. Combination heating and two-stage cooling thermostat, supplied optionally, controls comfort summer and winter.

Get the full profit potential story from your nearby Frigidaire District Headquarters *today!*

While Others Dream of the Future— **FRIGIDAIRE**

ADAPTABLE FOR LOW COST AIR CONDITIONING!

full-home air conditioner

SLASHES INSTALLATION COST UP TO 50%!

New—completely self-contained air-cooled package

Minute-man installation

No concrete base needed

Factory-assembled

Factory-sealed

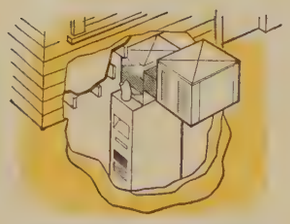
No additional dampers or ductwork

No plumbing for water supply

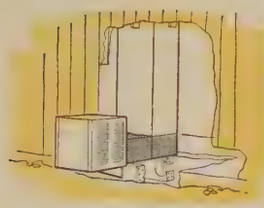
No refrigerant connections

Two sizes 24,000 and 35,000 BTU/hr.

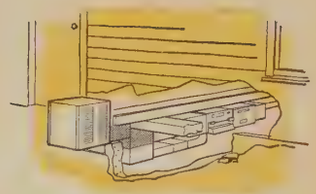
Twin compressors



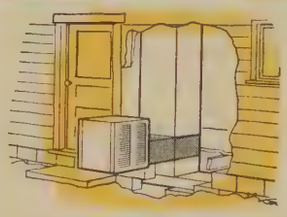
BASEMENT TRANS-WALL SYSTEM
Trans-Wall Unit slides into plenum of Frigidaire Vertical Upflow type Furnace. Adaptable to Lowboy type.



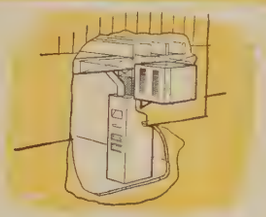
SLAB TRANS-WALL SYSTEM
Trans-Wall Unit installs under Frigidaire Vertical Downflow Type Furnace in plenum.



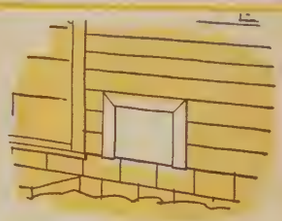
CRAWL SPACE TRANS-WALL SYSTEM
Frigidaire Horizontal Type Furnace in crawl space. Trans-Wall Unit installs in plenum with duct added.



CRAWL SPACE TRANS-WALL SYSTEM
Trans-Wall Unit installs under Frigidaire Vertical Downflow Type Furnace. (Modified Slab hook-up.)



TRI-LEVEL TRANS-WALL SYSTEM
Trans-Wall Unit, bracketed above ground level, installs above Frigidaire Vertical Upflow Type Furnace.



ROUGH-IN NOW—INSTALL LATER
Prepare wall opening during construction, add coil plenum above or below furnace. Slide in Trans-Wall Unit at any later date.



MINUTE-MAN INSTALLATIONS! AIAZ-240 TRANS-WALL UNIT SLIDES INTO WALL OPENING 14"x 24"

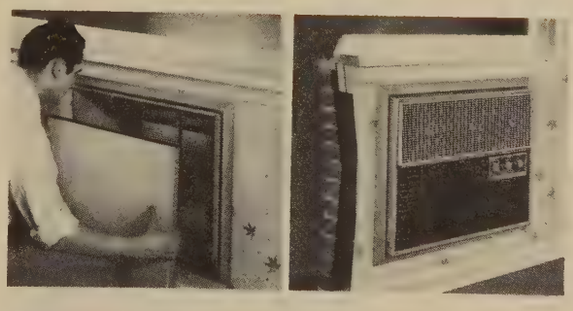
Only 324 lbs. net weight, new Frigidaire Trans-Wall Unit is easily handled by two men, using ordinary tools. And look how easy Trans-Wall adds a full 24,000 BTU/HR. of Dry-Cool Comfort in virtually any style home. **1.** Rough-in opening. **2.** Install coil plenum. **3.** Secure outside mounting brackets (furnished). **4.** Complete installation by sliding Trans-Wall Unit in place—add the control box.

35,000 BTU/HR. unit, also available, weighs only 359 lbs.—requires slightly larger wall opening 17¾" x 24".

NEW VERTICAL ROOM UNITS, NEW PRE-INSTALLATION KIT MAKE BUILT-IN ROOM COOLING EASY!

New Frigidaire Vertical Room Air Conditioners, with the amazing Dehumidi-Coil, famous Super Meter-Miser Compressor, and exclusive Twin-Tube Refrigerant Pre-Cooler, are especially designed to lick both heat and humidity—end clammy cooling. Now, thanks to these quiet, low-cost Frigidaire Dry-Cooling Room Conditioners you can offer air conditioning by the roomful in every home you build.

FRIGIDAIRE DIVISION,
General Motors Corporation, Dayton 1, Ohio



Compact Sheer Look styling (only 15¾" deep) and a simplified Pre-Installation Kit make it easy to build-in Frigidaire Vertical Units in any outside wall during construction, or after, at minimum cost. Special cabinet sleeve (available separately) installs in wall opening 25½" wide and 20⅝" high. Attractive covers seal off opening until cooling unit is installed.

IS ON THE MARCH!

GM GOLDEN ANNIVERSARY

Frigidaire—Built and Backed by General Motors

BUILD profits prestige good will with . . .

nichols NEVER-STAIN ALUMINUM Nails

THEIR USE DENOTES QUALITY CONSTRUCTION

When you use economical Nichols "Never-Stain" Aluminum Nails that give lifelong RUSTPROOF protection against stains and streaks on the exteriors of the homes you build, you are insuring your prestige for the future in your community.



No other building product that costs so little does so much for you. If you have not used "Never-Stain" Aluminum Nails, a trial will convince you!

- RUSTPROOF — protect the beauty of the homes you build for years to come.
- EASY TO DRIVE — made of strong aluminum alloy with etched finish for great holding power.
- SAVE — expensive premature repainting.
- SAVE — countersinking and puttying cost.
- AVAILABLE in "packaged for the job" dustproof containers and in 50 lb. cartons in a complete range of types and sizes.

and... nichols NEVER-STAIN ALUMINUM building corners

- RUSTPROOF — will not stain or streak house siding.
- MODERN—"straightline" design eliminates "gingerbread" effect of other corners. Practically inconspicuous when installed.
- COMPLETE range of sizes.
- PACKED in sturdy dust and damage-proof boxes containing 100 corners.



nichols
WIRE & ALUMINUM CO.
DAVENPORT, IOWA
World's Largest Manufacturer of Aluminum Nails

New products

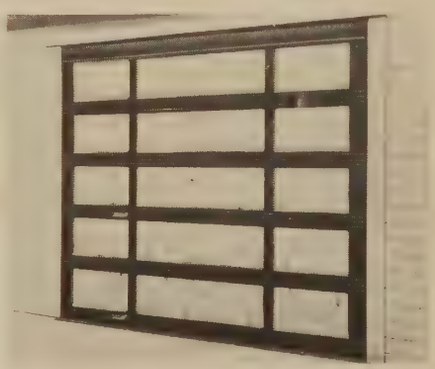


VANGUARD TWO-CAR DOOR is torsion-spring operated, has Douglas fir frame, hardboard panels. 15′, 16′ wide, 6′6″, 7′ high.
For details, check No. 30 on coupon, p 180

Crawford shows garage door line

New residential and industrial garage doors, door operators, and customizing kits just introduced include (above) a low cost, sectional wood two-car door, a translucent fiberglass-paneled model (below); and a clean-lined aluminum industrial model, good looking enough to be used with a modern house (bottom). New line also includes budget priced industrial door, and industrial door operators.

Crawford Door Co, Detroit.



MARVEL-LUCENT DOOR comes in single and two-car sizes with fiberglass panel designs in crystal, aquamarine, and yellow.
For details, check No. 31 on coupon, p 180



NEW ALUMINUM DOOR is strong but light, needs no maintenance. Broken lights or dented panels are easily replaced.
For details, check No. 32 on coupon, p 180

Wolmanized®

PRESSURE-TREATED LUMBER

HELPS CREATE AN EXCITING

HILLSIDE HOUSE



Architects: A. Quincy and Frederick E. Emmons
Builder: Pardee-Phillips Construction Co.

A hillside is a challenge . . . one which offers opportunity for creative design.

Now, with Wolmanized® pressure-treated lumber the limitations of using wood in hillside designing have been eliminated. Moisture, masonry contact, nearness to the ground are not restrictive factors.

Wolmanized lumber offers complete protection against termite and decay damage . . . in all types of residential construction and in light and heavy commercial construction, too.



This booklet tells where to use Wolmanized lumber in all types of structures to combat termites and decay.

W-48

Wolmanized Preservative Department, Koppers Company, Inc.
753 Koppers Building, Pittsburgh 19, Pennsylvania

Please send me 16-page booklet on Wolmanized pressure-treated lumber in light and heavy construction.

Name_____

Firm_____

Address_____

City, Zone, State_____

KOPPERS Wolmanized® Lumber

NEW FHA FUNDS BOOSTING BUILDING



Save up to $84 per house with Chase® Copper Tube!

New FHA funds—$1.8 Billions—have given home building a much-needed shot in the arm. Already, thousands of new starts have been made. And the sales are going to the builder who makes the most *available* for the buyers' dollar, in *quality, liveability and comfort.*

Take plumbing for example. American-made Copper Tube by Chase is the top quality line—the most wanted material for a home's lifelines handling water supply, drainage and heating and cooling. You can offer LIFELINES® of Chase Copper Tube in every home you build—and save dollars from your building costs, too!

But act now—while the building season's at its height. There's no excuse for using anything less than the best—Chase LIFELINES®—in every home you build and sell! Talk it over with your nearest Chase Plumbing Contractor today. See your nearest Chase District Office for help. Or write direct to Chase Headquarters.

DON'T TAKE OUR WORD FOR IT! You can have actual, dollars-and-cents proof from your nearest Chase Representative! He can give you comparative cost estimates for a complete copper tube plumbing and drainage system in a typical 6 room house, and a typical 7½ room 2-bath home—down to the last Tee. *And you'll see that copper actually costs less today to install than any rustable pipe!*

LIFELINES® of Chase Copper Tube cost less installed . . . Ask for proof today!

Chase®

BRASS & COPPER CO.
WATERBURY 20, CONN.
Subsidiary of
Kennecott Copper Corporation

FREE! *Detailed analysis of typical costs of LIFELINES® by Chase. Yours for the asking! Write Chase, at Waterbury 20, Conn.*



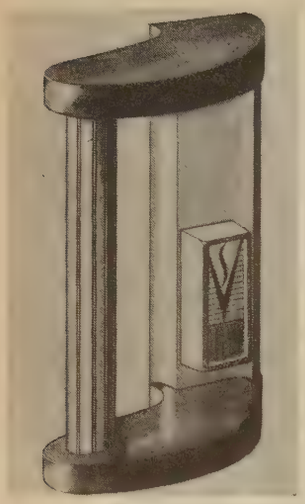
HOME IMPROVEMENT COUNCIL

MADE IN U.S.A. TO THE STANDARDS OF AMERICAN INDUSTRY

The Nation's Headquarters for Brass, Copper and Stainless Steel

Atlanta Baltimore Boston Charlotte Chicago Cincinnati Cleveland Dallas Denver Detroit Grand Rapids Houston Indianapolis Kansas City, Mo. Los Angeles Milwaukee Minneapolis Newark New Orleans New York (Maspeth, L. I.) Philadelphia Pittsburgh Providence Rochester St. Louis San Francisco Seattle Waterbury

FULL GRIP PULL . . .





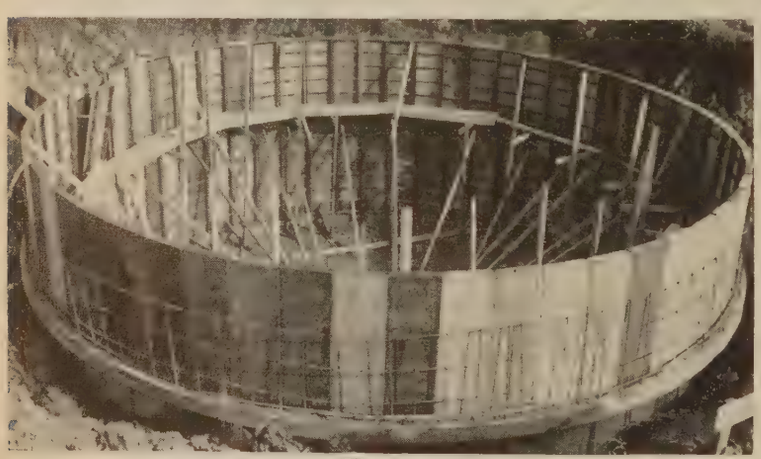
a focal point of
Slide-View
beauty

★ Slide-View's streamlined door pull, in attractive satin aluminum finish, is distinctive in design . . . lending a harmonious touch of smartness to any room. Handle in gleaming lucite or matching aluminum. Schlage keyed cylinder lock available.

Our 10th Year fabricating sliding glass doors exclusively.

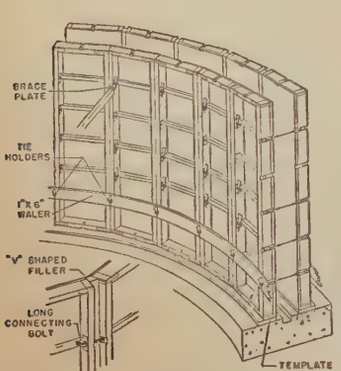
Write for brochure
and prices

Slide-View DOOR AND WINDOW CO.
P.O. Box 409, El Monte, California
"BRINGS THE OUTSIDE INSIDE"



SYMONS FORMS

for circular water treatment plant in 1,350 unit housing development



F & S Construction Company, Phoenix, Arizona, in its Hoffman Homes development used Symons High Strength panels with V-shaped fillers to construct the circular water treatment plant. Wedge-bolts secured the three pieces together and held the ties in place. Curved walers were used for alignment.

Symons Forms are adaptable to small as well as large circular walls. To form a true curve, flexible steel fillers or "V" shaped wood fillers can be used. Steel fillers are available in 1", 1½" or 2" sizes.

Symons engineers will furnish detailed specifications on curved wall forming or any other tough forming job. Information on Symons Forms and services will be sent immediately upon request. Symons Clamp & Mfg. Co., 4277 Diversey Avenue, Dept. G-8, Chicago 39, Illinois.

more SAVINGS from SYMONS

REDUCE AIR CONDITIONING EXPENSE WITH



Actual Size of Aggregate

Bondable, Low Cost, Whitest White



CRYSTALITE

Highly Reflective Marble
WHITE ROOFING AGGREGATE

Sparkling white Crystalite makes a beautiful built-up roof . . . and it's approved for bonding by leading roofing material manufacturers. Crystalite is a hard, nonporous limestone marble. It will not crumble, deteriorate or change color. Because of its heat reflective properties, air conditioning expense is greatly reduced. Crystalite looks expensive yet costs very little more than the cheapest aggregates, and saves on handling expense. It is clean, dry and ready to use.

Write for Complete Information, Samples and Prices

BLACK WHITE LIMESTONE CO.
Front and Eighth Street, Quincy, Illinois

CRACK-FREE CEILING

K-LATH galvanized, welded-wire lath, paper backed, gives you the strongest crack-free ceiling. Ceilings and walls of K-LATH are crack-free because K-LATH is welded, not woven, not expanded . . . it is electrically welded, steel wire grid . . . and it goes up faster. Absolutely the finest backing for acoustical plaster in large ceilings. Galvanized to prevent rust and bleed through . . . and K-LATH will last a lifetime.



Plus **BENTRITE** galvanized, welded-wire cornerite gives crack-free angles. With Bentrite no rusting, discoloration, or sharp edges . . . less nailing. By test, twice as crack resistant as ordinary cornerite . . . fast application.

For information and name of dealer near you, write:

K-LATH CORPORATION
909 S. FREMONT, ALHAMBRA, CALIFORNIA

K-LATH Corporation
909 South Fremont, Alhambra, California

K-LATH is approved by the Uniform Code, City, State, County, Federal Building & Safety Agencies.

256 pages of house ideas

"Perfect Home Idea Book" is aimed at real estate salesmen but also offers builders a wide range of ideas that can be included in their model and sales houses: planning ideas, decorating ideas, construction ideas, indoor-outdoor living, site planning, etc. Illustrated with 800 photos. Price: $11.50.

Stamatz Publishing Co, Cedar Rapids, Iowa.

For copy, check No. 33 on coupon, p 180

How to design with Douglas fir

Full structural data and design tables for use with Douglas fir are included in the 1958 edition of the *Douglas Fir Use Book* published by the West Coast Lumbermen's Assn. The hard-covered book devotes half its 300 pages to timber design subjects; the rest of the volume contains tables of loads and deflections, spans and spacing, column loads, occupancy loads, fasteners, etc. Price: $5, postage prepaid.

West Coast Lumbermen's Assn, Portland, Ore.

For copy write direct to publisher.

Spec data for multicolor paints

Now available to architects, complete specs on Plextone. AIA file C-25-B-21 & 29 contains full technical data on multicolor wall enamels, laboratory test results on Plextone, suggested undercoats, Plextone standard color sheets, use and users file, and FHA materials release.

Plextone Corp, Newark.

For copy, check No. 34 on coupon, p 180

Report on masonry paints

Rohm & Haas is making available a summary of Gerould Allyn's lectures at the University of Florida Short Course in Paint Technology. The new 10-page booklet is a less technical presentation than *Progress Report Four* on outdoor acrylic paints. It covers the development of water-thinned paints, formulations, applications, and summaries of four and five-year exposure tests.

Rohm & Haas, Philadelphia.

For copy, check No. 35 on coupon, p 180

Fireproof insulation board

Asbestolux is long-fibered South African asbestos bonded with silica under steam and pressure. A new 12-page booklet tells where and how to use it; how to saw, screw, sand, drill, glue, nail, plaster, or decorate it; its advantages; specifications for structural uses.

North American Asbestos Corp, Chicago.

For copy, check No. 36 on coupon, p 180

Design data on framing anchors

Teco has just published an 8-page booklet on the use of their Trip-L-Grip framing anchors. It contains data for specification writing, recommended loads and spans for use with members 2 x 4 to 2 x 12. Various applications are shown with the recommended design practice, including joist hangers for floors and ceilings, framing for 2-4-1 floors, concrete forms, solid blocking to plate and gable overhang.

Timber Engineering Co, Washington, DC.

For copy, check No. 37 on coupon, p 180

continued on p 178



. . . AND IT SELLS

"MY FAIR LADY", one of the most beautifully staged musicals of modern history has been a sellout for years—because it has *appeal.*

You, too, can establish new sales records with the beautiful new wood grained finish gypsum wallboards by Bestwall. Created specifically to meet the modern home owner's demand for interior beauty, the newly designed line of wood grained boards . . . Driftwood Mahogany . . . Fawn Mahogany . . . and Autumn Mahogany provides the latest fashions for your customers' home remodeling needs.

Wood grained finish gypsum wallboards by Bestwall in addition to the new Driftwood Mahogany . . . Fawn Mahogany . . . and Autumn Mahogany . . . also come in Knotty Pine and Figured Aspen. This complete line of wood grained gypsum wallboards gives your customer a broad selection of modern, beautiful, and appealing wallboard finishes. Beautiful wood grained gypsum wallboards by Bestwall are your best beauty bet for sales.

For full color catalogs, brochures, and selling aids, fill in and send the coupon.

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BUILDING PRODUCTS

Bestwall Certain-teed Sales Corp., Dept. H
120 E. Lancaster Ave.
Ardmore, Pa.

Please send me full color brochures with information and illustrations of your "Home Owner Specified" line of wood grained finish gypsum wallboards.

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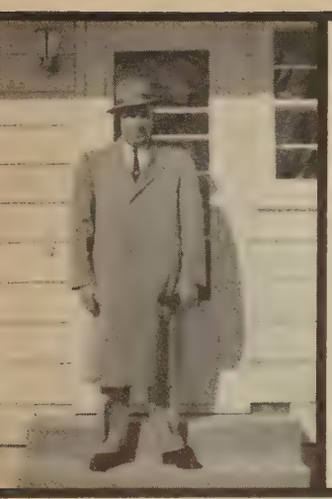
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ILLINOIS BUILDER
Tom McCauley says:

"WE LANDED 7 ACTIVE LEADS —SOLD 5 HOMES

with your

HOME-WAY OPEN-HOUSE PACKAGE"

A tested open-house promotion—one that has never failed to sell the demonstrator *plus* additional homes—is just one of many sales helps for Home-Way dealers. These include newspaper ad mats, direct mail advertising and help with financing. Thousands of qualified leads come from Home-Way's national advertising and demonstrations such as the recent "Prairie Lady" model introduction at the Farm Progress Show.

But Home-Way's unique service is the personalized design and closing conference. Bring your prospect with his lady to centrally-located Walnut, Illinois where our architects and engineers work out desired variations, estimate cost and help you close the sale.

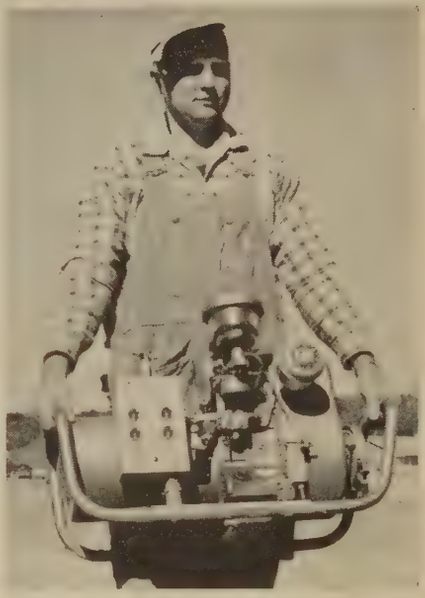
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Write for complete dealer information and sample sales promotions.

Onan ELECTRIC PLANTS

ELECTRIC PLANT NEWS

Onan ELECTRIC PLANTS



Here's how Onan Portable Power pays you added profits!

Gives you cost-cutting power on the job . . . *from the start*

Carry, truck or wheel in an Onan and you're all set with plug-in power for the whole crew. No wasting time with hand tools . . . no waiting for utility lines. If you're not using electric power *full time* chances are you're losing more money than the cost of several Onan plants.

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2500-watt model serves crew of 3!

Model 205AJ-1P, most popular Onan unit with residential contractors. Complete as shown with 4 plug-ins, pilot light, carrying frame, recoil starter . . . ready to run. Dolly-mounted model also available.

New folder helps you choose the right model for your job. Write today!

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3150A Key University Ave. S.E., Minneapolis 14, Minnesota
ELECTRIC PLANTS • AIR-COOLED ENGINES • KAB KOOLER • GENERATORS

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16" Long
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Two thicknesses: 8" and 4"
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Modular Dimensioned
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Straited or Plain Face
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Range of 14 Colors

Outstanding Masonry for Price-Conscious Builders

Styled in line with today's architectural trends. Cavitex has the beauty of proper symmetry along with ingrained color in a wide range. Cold-formed, its clean, sharp lines are never distorted by burning.
With an 8-inch thickness for exterior walls, and a 4-inch for partition, veneer, or cavity walls, Cavitex is suited to all types of construction. Initial low cost and ease of laying combine to bring the all-masonry home to price levels that induce greater sales. Low price of Cavitex is directly due to the economies of local manufacturing. Write for literature and name of nearest local plant.



This national average price buys all the Cavitex needed for all the walls shown, even to planters, of the 3-bedroom, 50'x26' "Cavalier." (Blueprints available.) Price — which may vary by locality—typifies Cavitex economy.

W. E. DUNN MFG. CO.
424 W. 24th Street, Holland, Mich.

You Can Be a Manufacturer

More local plants are required to supply the rapidly growing demand. As a manufacturing opportunity, Cavitex can be highly profitable, either as an independent operation or as a supplementary activity—especially in project development. Each plant operates in franchise-protected territory, with Cavitex equipment available on 5-year-payment plan. Write for copy of "Opportunity, Unlimited."



Vikon offers profit and customer satisfaction with metal wall tiles in 6 durable types. They are easy and economical to install and available in many colors and sizes. Their *outstanding beauty* will last indefinitely.

WRITE TODAY for our complete catalogue. Dealer inquiries are invited.

VIKON TILE CORPORATION
Washington, N. J.

PORCELAIN ON ALUMINUM • ENAMELED CHROMATIZED STEEL
ENAMELED ALUMINUM • STAINLESS STEEL
COPPER • BRASS



Everyone benefits from the "hidden values" in PALCO Redwood Siding

To the architect, builder and dealer whose futures depend on satisfied customers – to the owner and lender who have a right to demand low maintenance and protected investments, Palco *Architectural Quality* Redwood Siding has permanent "hidden values." Corners stay tight. Boards stay flat. Nailing stays put. Paint lasts longer, and unpainted natural beauty outlasts a lifetime without a moment's attention.

Yet there's no extra premium cost for these "hidden values." Now in its 90th year, The Pacific Lumber Company has constantly improved methods to maintain economy of production along with recognized highest uniformity of grade. With Palco, you can be sure of the scientific kiln drying, cutting, grading and shipping necessary to bring out the values in which Redwood *can* excel – dimensional stability, freedom from swelling and shrinkage, paint holding ability, resistance to weather, insects and decay. For these permanent "hidden values"–specify Palco Redwood Siding.

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Specify the best in Redwood **PALCO®**

THE PACIFIC LUMBER COMPANY

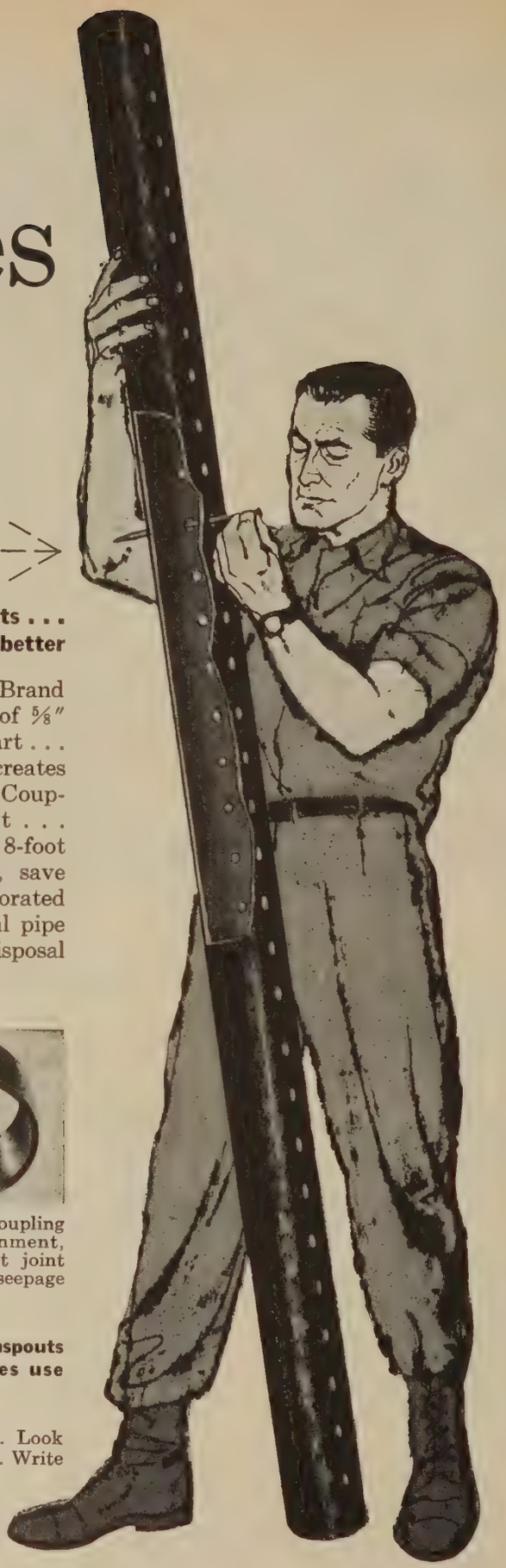
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the holes do the job!



Keep cellars dry . . . drain wet spots . . . make septic tank filter beds work better

The scientific design of Orangeburg Brand *Perforated* Pipe . . . with two rows of 5/8" holes, on 3" centers, 100 degrees apart . . . increases drainage capacity . . . creates uniform seepage . . . Unique Snap Couplings maintain positive alignment . . . prevent silting . . . Lightweight 8-foot lengths *grade easily, install easily,* save time and cut cost. Orangeburg Perforated comes in 4" size . . . it is the ideal pipe for foundation drains, septic tank disposal fields, land drainage.



Orangeburg *Perforated* Pipe keeps cellars dry. Makes efficient, long-lasting foundation footing drains.



Unique Snap Coupling maintains alignment, gives permanent joint cover, permits seepage at joint.

For house sewers, run-offs from downspouts and other tight-joint drainage lines use Orangeburg Brand *Root-Proof* Pipe.

Make sure you get *genuine* Orangeburg. Look for the Brand Name on Pipe and Fittings. Write Dept. HH-78 for more facts.

ORANGEBURG® BRAND
perforated pipe

ORANGEBURG MANUFACTURING CO., INC., Orangeburg, N. Y. ... Newark, Calif.

Publications

How to use mosaic tile

Elegance for Moderns is how Mosaic Tile Co describes the content of their 24-page four-color pamphlet on architectural uses of mosaic tile. The booklet gives many handsome examples of tile in use, shows sizes and shapes available, patterns, structural details. AIA file 23-A.

Mosaic Tile Co, Zanesville, Ohio.

For copy, check No. 38 on coupon, p 180

File sheets on Nutone accessories

Just released, full specifications on intercom - radio systems, built - in bathroom scales, built-in food center, oven and range hoods, ceiling light-fan combinations, exhaust fans, door chimes.

Nutone Inc, Cincinnati.

For copy, check No. 39 on coupon, p 180

What colors are popular?

Colorhelm, Inc publishes a hand-painted panel of the "100 colors that count." These include the 80 most popular colors, as determined by a continuing survey of industrial color users, and the 20 colors which are proving least popular. Though prepared for the company's industrial clients, extra copies are available for general distribution.

Colorhelm, Inc, Saddle River, NJ.

For copy, check No. 40 on coupon, p 180

Pipe, duct, and fittings

Two new 28-page catalogs cover dealer and jobber prices for a full line of heating and cooling pipes, ducts, and fittings. Both catalogs include many new additions to the company's line.

Standard Furnace Supply Co, Omaha.

For copy, check No. 41 on coupon, p 180

Jalousies and picture windows

New sales-engineering manual for Kelco windows includes designs, specifications, installation details for various types of windows, jalousie doors and door hardware, aluminum thresholds, jalousie accessories.

Wells Aluminum Corp, North Liberty, Ind.

For copy, check No. 42 on coupon, p 180

Translucent fiberglass panels

Here's a 4-page folder on a full range of fiberglass products, including light and heat transmission values for 32 Alsynite panels, test reports on flammability, load strength, insulation values, impact and chemical resistance, etc.

Alsynite, San Diego.

For copy, check No. 43 on coupon, p 180

Asbestos-cement sheets

Keasbey & Mattison offer a 4-page folder on residential uses for their two types of asbestos-cement sheets. Pamphlet particularly stresses vertical board and batten siding.

Keasbey & Mattison, Ambler, Pa.

For copy, check No. 44 on coupon, p 180

continued on p 180



A man's home is his castle—or is it?

Make sure *your* home guards your family's happiness and security. Make certain it is safe, sound, in good repair. Decay feeds on *small* flaws . . . peeling paint, cracked walls, loose shingles, splintered steps.

Start your repairs now. Prices are reasonable, financing is easier, supplies are plentiful. You can protect your investment . . . increase the value of your home . . . save time and trouble by acting right away.

Your example will encourage others. Just as one run-down home can start a slum, one well-kept home can start a neighborhood-improvement program . . . help bring you more enjoyable community conditions.

Keep up your home, then give active support to your local urban renewal programs. Help yourself by working for the preservation of good neighborhoods . . . the rehabilitation of shabby neighborhoods . . . the renewal of worn-out neighborhoods.

Your support is essential all the time, but *particularly* vital today. Homes and neighborhoods are the bulwarks of our personal and economic security. Your home and neighborhood-improvement efforts *now* can help assure that security, and bring you more *personal* benefits in many ways.

For practical, effective information—write today to

ACTION

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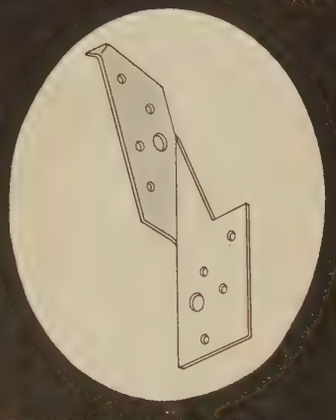
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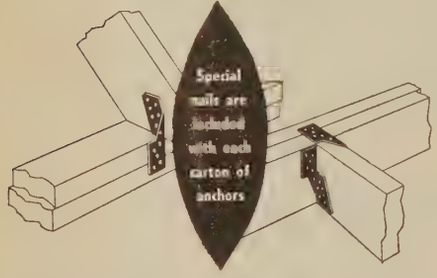
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The NEW Economy FRAMING ANCHOR THAT DOES ALL . . .

- Du-Al-Clips are used for all secondary connections with 2" or thicker lumber . . . rafters to plate, joist to headers, studs to sill and many others.
- Du-Al-Clips grip Both headers in floor and ceiling framing and BOTH plates in roof anchorage.
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- Du-Al-Clips require no bending . . . one type anchor with rights and lefts does *everything*.
- Du-Al-Clips eliminate toe nail ing, notching, ledger strips and strap hangers.



Get the FACTS about brand new Du-Al-Clips. Send for FREE design data booklet and Du-Al-Clip samples.

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Please send Free Du-Al-Clip booklet and samples.

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Publications

Slide film tells redwood story

"Redwood Roundtable," a 20-minute slide film tells how Simpson practices redwood logging. Besides lumbering operations, film describes grades of redwood, tells how best to use it.

Simpson Redwood Co, Arcata, Calif.

For showing, check No. 45 on coupon, below

Guide to asphalt tile colors

As AIA file 23-G, the Asphalt & Vinyl Asbestos Tile Institute has prepared a chart of the colors made by Armstrong, Azrock, Bonafide, Gold Seal, B F Goodrich, Johns-Manville, Kentile, and Tile-Tex in marbleized, terazzo, and cork patterns. 4 pp.

Asphalt & Vinyl Asbestos Tile Institute, New York City.

For copy, check No. 46 on coupon, below

How to build a fireplace

Bennett-Ireland's new bulletin (AIA file 14-E) describes its line of fireplace construction equipment, gives specifications for its several dampers, suggests various styles of fireplace construction, floor plans to fit fireplaces, hints for masons. 12 pages.

Bennett-Ireland, Inc, Norwich, NY.

For copy, check No. 47 on coupon, below

New 4-wheel drive tractor-shovel

Complete specs and illustrations of job uses make up the 12-page, 3-color booklet on the Case Terraload'r, a new 1¼ to 2¾ cu yd heavy-duty tool for digging or handling various materials.

J I Case Co, Racine, Wis.

For copy, check No. 48 on coupon, below

Want more information?

The numbers below are keyed to the items described on the New Products and Publications pages. Check the ones that interest you and mail the coupon to:

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7. ☐ Fedders room heat pump
8. ☐ Gaffers & Sattler a/c condensing units
9. ☐ Stewart Warner central a/c units
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11. ☐ Ilg central a/c units
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13. ☐ Armstrong a/c equipment
14. ☐ Hydrotherm a/c convectors
16. ☐ GE Weathertron heat pump
17. ☐ Krack bonnet a/c coils
18. ☐ Roper deluxe oven unit
19. ☐ Roper five-burner unit
20. ☐ Roper deluxe gas dryer
21. ☐ RCA Whirlpool gas range
22. ☐ RCA Whirlpool electric burner
23. ☐ RCA Whirlpool laundry units
24. ☐ Frigidaire deluxe refrigerator-freezer
25. ☐ Maytag lower priced laundry
26. ☐ Waste King incinerators
27. ☐ Suburban gas oven
28. ☐ Dixie foldaway cooking tops
29. ☐ Easy's compact washer-dryer
30. ☐ Crawford two-car garage door
31. ☐ Crawford Marvel-Lucent garage door
32. ☐ Crawford aluminum garage door

PUBLICATIONS

33. ☐ Stanatz Publishing home idea book
34. ☐ Complete specs on Plextone paints
35. ☐ Rohm & Haas report on acrylic paints
36. ☐ Booklet on fireproof insulation board
37. ☐ Teco's data on framing anchors
38. ☐ Architectural uses for mosaic tile
39. ☐ File sheets on Nutone accessories
40. ☐ Colorhelm's 100 color survey
41. ☐ Std Furnace Supply's two catalogs
42. ☐ Kelco sales-engineering manual
43. ☐ Alsynite's folder on fiberglass panels
44. ☐ How to use asbestos-cement sheets
45. ☐ Simpson slide film on redwood
46. ☐ Guide to asphalt tile colors
47. ☐ Bennett-Ireland's fireplace building tips
48. ☐ Booklet on the Case Terraload'r

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BRIXMENT MORTAR

Has Better Water-Retention



Place a dab of Brixment mortar and a dab of ordinary cement-and-lime mortar on a brick. Wait a minute, then feel each mortar.



The one that stays plastic longer will be the one having the highest water-retention. Feel the difference with Brixment mortar!

—AND HIGH WATER-RETENTION IS ESSENTIAL TO WELL-BONDED, WATERTIGHT MASONRY

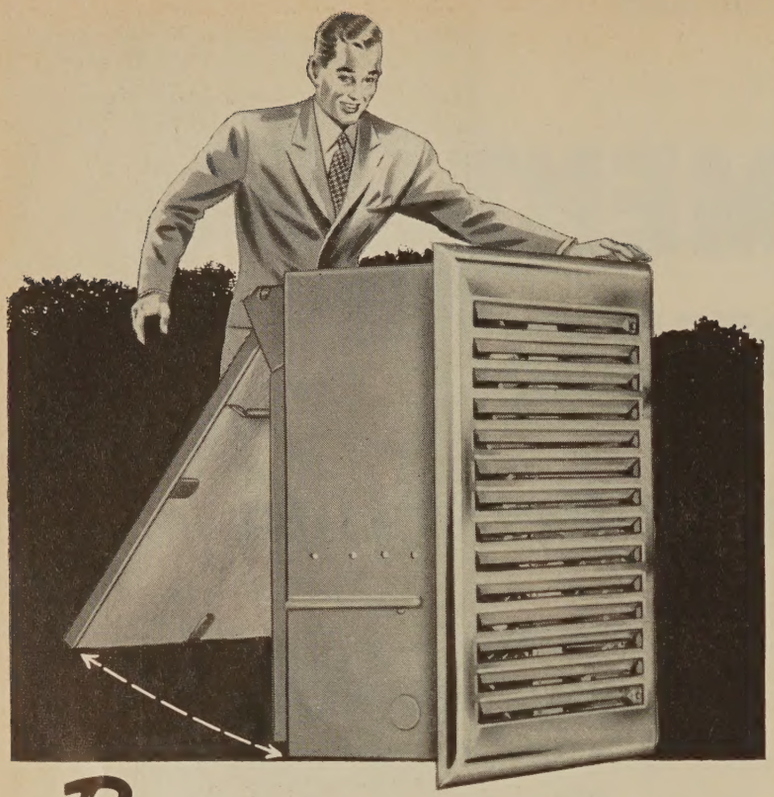
Water-retaining capacity is the ability of a mortar to retain its moisture, and hence its plasticity, when spread out on porous brick.

High water-retaining capacity is of *great importance* in mortar. If the mortar does not have high water-retaining capacity, it is too quickly sucked dry by the brick; the mortar stiffens too soon, the brick cannot be properly bedded, and a good bond cannot be obtained.

Brixment mortar has high water-retaining capacity. It strongly resists the sucking action of the brick. Brixment mortar therefore requires less tempering, stays smooth and plastic longer when spread out on the wall. *This permits a more thorough bedding of the brick, and a more complete contact between the brick and the mortar.* The result is a better bond, and hence a stronger and more water-tight wall.

LOUISVILLE CEMENT COMPANY, LOUISVILLE 2, KENTUCKY

Cement Manufacturers Since 1830



Broan Motordor

WALL FAN –

for men who buy equipment for what it does . . . *and what it saves*

When your reputation is riding on the performance of the equipment you recommend, that's the time to put your chips on Broan and the trouble-free, fool-proof Motordor fan that backs up your good name. Check out these great Motordor features; think through what they do for you. You'll find no other fan on the market delivers greater work-horse service at a lower installed cost.

● GREATER AIR VOLUME

Special Broan design 6-wing blades in Venturi orifice on the 8" and 10" Motordor Fans provide significantly greater ventilating power.

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Patented mechanism with separate motor provides full and quiet opening and positive closing. No insect penetration. No annoying damper flutter or slap — no back-pressure to reduce efficiency.

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All Motordor fans are complete package units — ready for installation. Only Broan provides a 12" fan with motor-operated door requiring no assembly, no framing on the job — to give you the lowest installed cost.

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Motordor fans are the standard of comparison for silent operation. They are especially recommended where quiet running is essential. All have 3-speed switches.

● DEPENDABLE SERVICE

A five-year warranty backs up every Motordor installation you make . . . your guarantee of satisfactory, trouble-free service. And back of this is Broan's reputation as a successful, dependable manufacturer, in business for more than 25 years.

Adapts to any wall thickness; solves many difficult installation problems. See your electrical supply house, or write for full information.

BROAN REGIONAL WAREHOUSES: Boston, Mass.; New Haven Conn.; Portland, Ore.

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Specialists in Quality Ventilating Equipment for More than 25 Years

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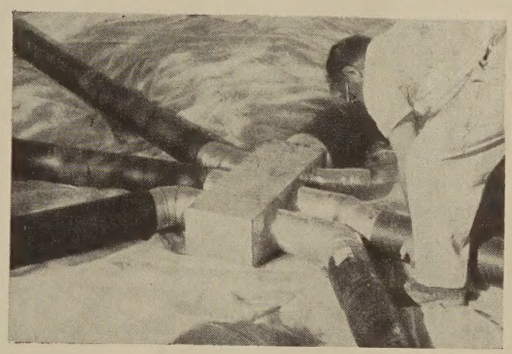


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